

Replacement Calves Were Sharply Higher During Past Week

Kansas City, Jan. 6 (USDA) — National Feeder Cattle and Calf Summary. Approximately 182,000 this week. In contrast to the mixed price pattern that unfolded in the first trading week of 1977, the initial week of 1978 heralded prices steady to 3.00 higher with calves 1.00 to as much as 5.00 higher in the Southeast.

Many of the points were making comparisons to two weeks ago because of closures for the holiday period but in general reflected most of the upturn that churned on for the past two weeks. While the most advance was on 300-600 lb. thin finished offerings there were caution signs on feeder steers over 850 which held only steady at some points, weak to 1.00 lower at Kansas City, but the comparison was made to the previous week when demand for 850-1050 lb. steers was extremely good.

An air of confidence and optimism has permeated the cattle industry, buoyed on by the reduction in cow numbers, greatly improved moisture and stock pond conditions and a firm hope that cattle prices are on the up cycle.

Two Bar Ranch Dispersal Set Jan. 16, Denver

Denver — Ronald Wolff, owner, and Dave Quinor and Bill Templar, operations managers, of Two Bar Ranch Co., Wheatland, Wyo., have announced they will hold one of the largest breeders' foundation cowherd dispersal sales ever at the Kay National Western Stockyards, Inc. sale facility in Denver during the Denver National Western Stock Show. The sale will be Monday, Jan. 16, 1978, beginning at 12 noon. Selling will be 1,250 head cows including exotic crosses and commercial cows. All cows will sell pregnancy examined by a licensed veterinarian and safe in calf.

The Kay National Western Livestock, Inc., sale facility is located on the National Western Stock Show Grounds in Denver, phone 303/572-0900.

Catholics will be mailed on request. To receive a copy write or call Two Bar Ranch Company, Ronald Wolff, owner, Dave Quinor or Bill Templar, operations managers, Wheatland, Wyoming 82201, phone 307/322-3438.

Sale managers and auctioneers will be North American Auction Co., P. O. Box 1148, Platte City, Missouri 64079, phone 816/431-2100, Curt Rodgers 816/431-5708 or Bud Sloan 816/583-2104.

National Sheep Lamb Summary

National Sheep Summary for Monday, Jan. 9 (USDA) — Slaughter lambs mostly steady to 1.00 lower at Midwest market centers except steady to 1.00 higher at Sioux Falls. Slaughter ewes and feeder lambs mostly steady; except feeder lambs steady to 1.00 lower at West Fargo. Slaughter lambs: Choice and prime 60-120 lbs. woolled 60.00-65.50 with short No. 1 and 2 pelts 60.00-65.00, mostly 64.00-65.00. Slaughter ewes: Cull to good 8.00-20.00, few good 20.00-22.00. Feeder lambs: Choice and fancy 60-80 lbs. 60.00-70.00, mostly 65.00-70.00. In direct trading slaughter lambs 1.00-2.00 lower in Iowa and southern Minn. on Friday and Saturday. Slaughter ewes steady.

San Angelo Sheep

San Angelo, Jan. 4 (F-S) — Receipts 7,000. All represented classes mostly fully woolled. Slaughter lambs 1.00-2.00 higher. Slaughter ewes: Choice and prime 60-120 lbs. woolled 60.00-65.00, mostly 64.00-65.00. Slaughter ewes: Cull to good 8.00-20.00, few good 20.00-22.00. Feeder lambs: Choice and fancy 60-80 lbs. 60.00-70.00, mostly 65.00-70.00. In direct trading slaughter lambs 1.00-2.00 lower in Iowa and southern Minn. on Friday and Saturday. Slaughter ewes steady.

ROY WEATHERBY RANCH SIMMENTAL BULL SALE (By PRIVATE TREATY)

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All Bulls 10-20 Months old. Reference sires on 1/2 and 3/4 blood, ASA No. 3, Amor 220 - Bismark 2 Beat 216 - Florian 11.

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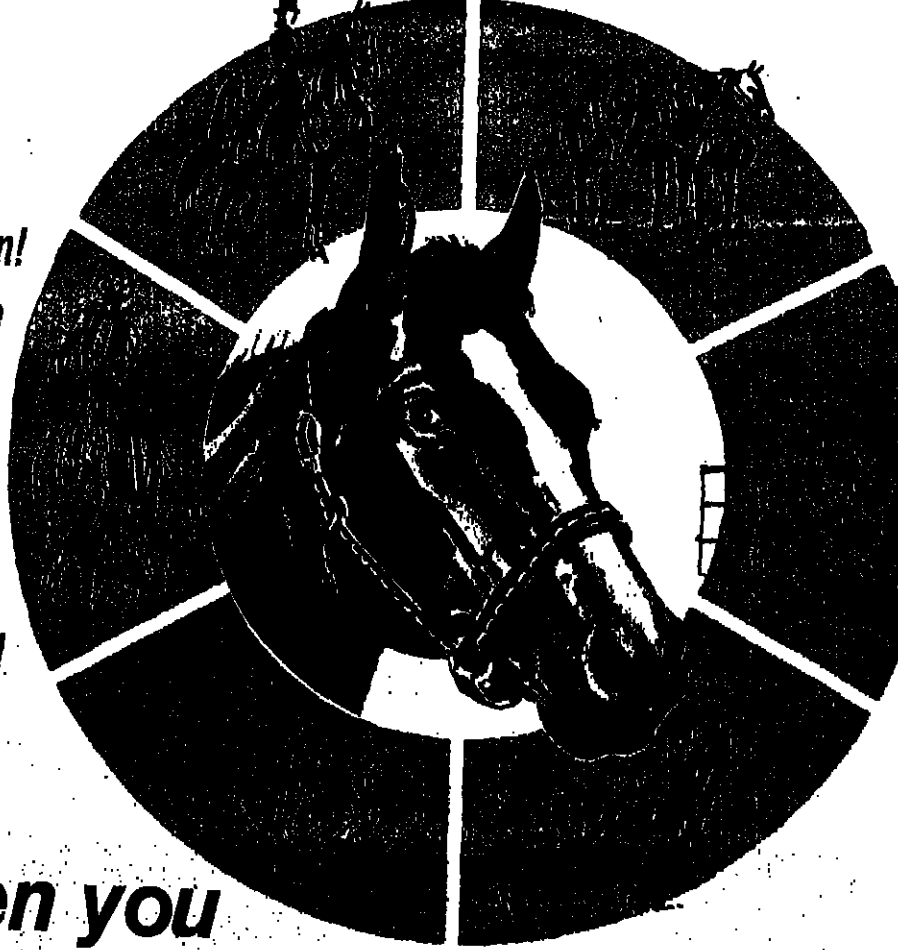
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YOU GET MORE



when you MATCH THE FEED TO THE NEED

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- TRIPLE A HORSE PELLETS
- HORSE BOOSTER RATION
- COMPLETE SUGARED HORSE PELLETS
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Fort Worth Stock Show Set for 82nd Opening January 25



82nd Year, No. 3 Fort Worth, Texas, January 19, 1978 48 Pages, 2 Sections

Special Features Start On...

Amarillo Monday	1A
Advertiser's Directory	22B
Calendar	17B-18B
Classified Ads	18B-22B
Carlot Beef	23B
Direct Feeder Trade	12B
Fort Worth Livestock	1A
Futures	4A
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Livestock Slaughter	13A
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Polled Hereford News	2B
Replacement Cattle	11B
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Texas Brangus News	14A-17A

Details On Sales Coming Up

Jan. 21 - Cowhouse Creek Polled Hereford	18B
Jan. 21 - Pybas Simmental Bull & Female	12A
Jan. 24 - Oklahoma Hereford Range Bull	10B
Jan. 25 - Rio Vista Simmental Bull	10B
Jan. 25 - Five M Farms Cattle & Equipment	16B
Jan. 25 - Fort Worth Paint Horse	4A
Jan. 25 - Commercial Hereford Heifer	20A
Jan. 31 - Angus Bull & Heifer Show and Sale	7B
Feb. 2 - Foundation Beefmaster Classic	11B
Feb. 3 - Connell's Super Simmental Bull	8B
Feb. 3 - Fort Worth Select Longhorn	18A
Feb. 4 - All American Simmental Classic	7A
Feb. 4 - Bluebonnet Charolais Show Window	6A
Feb. 4 - Stephens County Hereford	20A
Feb. 5 - Fort Worth Quarter Horse	2A
Feb. 20 - Gulf Coast Hereford	20A
Feb. 11 - South Texas Brahman	4A
Feb. 11 - Garcia Beefmaster	14A
Feb. 11 - Tops of Texas Brangus	14A
Feb. 13 - Healey Brothers Flying I Hereford	6B
Feb. 13 - Louisiana Brahman	15B
Feb. 13 - Williams Red Brahman	23B
Feb. 13 - Noble Foundation Bull	19B
Feb. 20 - Harrell's South Texas Beefmaster	15B
Feb. 20 - Houston Area Brahman	4A
Feb. 23 - Top of Texas Angus	20A
Feb. 23 - Texas Brahman Association	4A
Feb. 24 - Fabulous 40 Simmental	23B
Feb. 25 - Texas Traditional	23B
Feb. 25 - South Texas Hereford	23B
Feb. 25 - Mid-Continent Santa Gertrudis	6A
Feb. 25 - 3rd Polled Santa Gertrudis	10A
March 4 - Merrick Farms Simmental	23B
March 12 - Lone Oregon Red Brangus	23B
March 31 - Lone Amigos Santa Gertrudis	10A
April 18 - Brazos Valley Ft. Heifer	9B
May 12 - Santa Gertrudis	13A

Records Tumble in Entries, Premiums; Rodeo Performances Increased, Mule Sale Set, Commercial Exhibits Stated

The big news in Fort Worth this time of year is the Southwestern Exposition and Fat Stock Show and Rodeo. All the happenings occur on Amon Carter Square on the city's near West Side. Boosted to a 12-day show, the Stock Show and Rodeo gets into full swing on Wednesday, Jan. 25, and continues through Sunday, Feb. 5.

It's a gala event for area folks and brings in thousands from near and far, giving international significance to old Cowtown and OUR Stock Show. In years past, livestock exhibitors have come from 40 of our United States and a couple of foreign nations. And there have been visitors from across the nation and some 30 other countries.

Founded in 1896, the popular Fort Worth Stock Show is the oldest continuing such affair in our nation. This is the 82nd anniversary year, and there have been as many expositions.

Premiums for the show will be in excess of \$200,000 for livestock exhibitors, and a record \$100,000 for the World's Original Indoor Rodeo and its over 100 cowboy entries.

With the two added days and 22 rodeo performances, W. R. Watt Jr., show president-manager, is looking for more than 700,000 persons to attend the Stock Show grounds this year. The show annually brings more people through its gates than all other conventions and special programs listed by the Fort Worth Area Chamber of Commerce.

Rodeo tickets are on sale at the box office in the lobby of Will Rogers Coliseum from 9 a.m. until 6 p.m. daily, including Sunday. All seats are \$4, with good seats remaining for 15 of the 22 performances. When the show opens the ticket booth will move to the curb box office at the Coliseum's north gate and be sold from 8 a.m. until 6 p.m. daily.

Special entertainer at the Rodeo will be Judy Lynn, billed as America's Western Sweetheart from Las Vegas. Judy and her band will present an all new musical show for rodeo patrons.

This year will be her fourth time to play the Rodeo. She was here first in 1965 and returned in back-to-back years of 1971 and 1972. Popularity with fans has prompted Watt to bring her in for this year's show.

Also in the rodeo arena will be trick and fancy rope artist J. W. Stoker of Weatherford, Texas. By using black lights in the arena, Stoker will present a bit of rope magic unlike anything seen here before.

The world's largest rodeo stock contractor, the Mike Carvil Championship Rodeo Company of Sterling, Colo., will be responsible for all bucking, roping and dogging stock. Tom Hadley of Mason, Texas, will return as rodeo announcer.

The annual Stock Show All-Western Parade will be held at 2 p.m. Friday, Jan. 27, beginning at the Tarrant County Court House and moving south on Commerce.

(CONT. ON PAGE 23B)

Fed Cattle, Hog Prices Well Mixed At Major Terminals On Monday

Winter storms sharply curtailed the movement of cattle and hogs around the major markets on Monday as cattle fed cattle fully steady. Steers were 42.50-45.00 and hog runs, 42.50-45.00 and 40.50-43.00. Hogs were 55,000 smaller than last week's opening trade. Fed steers and hogs were unevenly higher or lower from 1.00-1.50 higher at 45.00-48.25. St. Paul fed cattle steady. Steers point to point and hogs also presented a mixed scale of rates, despite the reduced available supplies. Slaughter cattle steady, few hogs 25c higher. Price trends, quotations on choice and prime steers and hogs and the mixed good and choice grades and on U.S. 1-3 hogs usually scaling from 200 to 270 lbs. included.

Omaha fed cattle weak to 25c lower. Steers 42.75-44.25 and 41.75-42.75. Hogs 40.75-42.25 and 39.50-40.75. Hogs 25-75c lower at 44.50-47.25. Sioux City's steers steady, some prime 25c up. Hogs steady to weak. Steers 42.50-44.00 and 41.00-42.50. Hogs 41.00-42.50 and 39.00-41.00. Hogs 1.00-1.50 lower at 46.00-47.00. Kansas City fed cattle weak to 25c lower. Steers 41.00-43.25 and 41.00-42.00. Hogs 31.50-42.00 and 38.00-41.00. Hogs above last Wednesday. Steers 43.50-46.00 and 42.00-43.25; hogs 41.25-42.75 and 40.00-41.50. Hogs 1.25-1.50 higher at 46.00-48.00. Peoria fed cattle fully steady. Steers 42.50-45.00 and 40.50-43.00. Hogs 42.50-45.00 and 40.50-43.00. Hogs 55,000 smaller than last week's opening trade. Fed steers and hogs were unevenly higher or lower from 1.00-1.50 higher at 45.00-48.25. St. Paul fed cattle steady. Steers point to point and hogs also presented a mixed scale of rates, despite the reduced available supplies. Slaughter cattle steady, few hogs 25c higher. Price trends, quotations on choice and prime steers and hogs and the mixed good and choice grades and on U.S. 1-3 hogs usually scaling from 200 to 270 lbs. included.

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Horse Sale Is Set For Feb. 5

Fort Worth, Texas — The 22nd Annual Fort Worth Fat Stock Show Quarter Horse Sale will be held at 1 p.m., Sunday, February 5, 1978. The sale will be held in the Fort Worth Coliseum.

Consignments totaling 82 head

Included are race and show horses as well as pleasure and work horses.

Highlighting the race horse offering is Wee Streaker, SI-93, a 1974 sorrel stallion by Wee Folk (TB) and out of Runnymede AAA by Sugar Bars AAA. He is a stakes place winner of eight races with total earnings of \$40,211. He ran third in the 1976 \$172,100 Delta

Other race horses in the sale carry The Old Man, Three Oh's AAAT, Moon Deck and other top breeding in their pedigrees. A special added attraction following the Quarter Horse sale will be the offering of 10 quality mules. Auctioneers will be Ike Hamilton and Bob Plummer. For information and to consign horses contact Plummer Auction Company, Inc.

PUREBRED HEREFORD SALE

STEPHENS COUNTY LIVESTOCK GROWERS ASSOCIATION
89 BULLS ★ FEBRUARY 4 ★ 46 HEIFERS
FARMERS & RANCHERS STOCKYARDS

ON HIGHWAY 81
1 MILE NORTH OF COMANCHE, OKLA.
8 MILES SOUTH OF DUNCAN, OKLA.
Show 9:00 A.M. ★ Bull Sale 12:00 Noon ★ Heifer Sale 2:30 P.M.

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The Hereford Cattle Consigned to this Sale Represent Many Years of Breeding and Herd Improvement And Are Some Of the Finest Cattle in the Country.

WE HOPE YOU WILL MAKE PLANS TO ATTEND THIS SALE
Auctioneer: GUY SHULL, Elgin, Oklahoma

For Catalogs
And Information
Contact:

J. D. LOCKWOOD

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Special Fort Worth Fat Stock Show Mule Sale

SUNDAY, FEBRUARY 5, 1978

FORT WORTH COLISEUM

At Conclusion of 22nd Annual

Fort Worth Fat Stock Show Quarter Horse Sale

SELLING 10 MULES

Auctioneers: IKE HAMILTON AND BOB PLUMMER
LAL 0285 TXL 0480

SALE MANAGED BY AND INFORMATION AVAILABLE FROM:

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Phone 214/657-5961



This Good, Young Team Sells



Big, Young Team of Mules Selling

CONSIGNMENTS INCLUDE:

BONNIE, mare mule, 7-years-old, good riding mule also been used working cattle.
CLYDE, Horse mule, 8-years-old, good riding mule has been used after cattle.
TEAM, of good young mules large enough to handle your cattle feeding chores to save gasoline.
TEAM, of good young mules. They are big and young to handle the big wagon.
TEAM, of small mules ready for your parade or entertainment.
ZACK, coming 2-year-old Jack with top in Jack breeding by a 1030-pound Mammoth Jack.
IKE, Coming 2-year-old Jack sired by the 1030-pound Mammoth Jack.
These Jacks will be the right size to cross on your TB or Quarter Horse.
BENNY, a young Jack foaled April, 1977 by the same Jack as the others. Be sure to look these good young Jacks over.



This Team of Good Mules Ready for Your Parade of Entertainment, sells.

January 19, 1978 WEEKLY LIVESTOCK REPORTER Page 3A

THE WEEKLY LIVESTOCK REPORTER

2609 North Main St. — P. O. Box 4530 — Fort Worth, Texas 76106
Phone 817/624-7221 — Night 817/738-2201
Fort Worth, Texas 76106

Rates and other information on request. All inquiries should be addressed to the above address to assure prompt service. BPA membership applied for.

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IMPORTANT — PLEASE CHECK ONE!

I am primarily engaged in:
() Livestock Producer () Supplier, manufacturer to Farm Industry
() Agriculture () Other _____ (Please Specify)

Box 926, Henderson, Texas 75652,
214/657-5961.

Clovis Auctions

Clovis, Jan. 13 (USDA) — Receipts
3,322. Feeder steers and heifers 1.00
higher; slaughter cows 1.00-2.00 lower;
slaughter bulls 2.00-3.00 lower. Feeder
steers: Choice 380-400 lbs. 47.50-51.00,
400-500 lbs. 45.50-48.50, 600-800 lbs.
44.50-47.00, small lot 842 lbs. 46%
600-750 lbs. 43.40-45.50; mixed good and
choice 800-750 lbs. 42.00-44.50, part lot
good 690 lb. Holsteins 32.50. Feeder
cattle: Choice 525-600 lbs. 37.50-40.00,
500-750 lbs. 37.00-39.25, part lot 30
lbs. 39.50; mixed good and choice
420-780 lbs. 35.50-38.00. Slaughter
cows: Utility and commercial 24
25.00-28.00, cutter 21.50-25.50.

FORT WORTH FAT STOCK SHOW SALES

Fort Worth Fat Stock Show

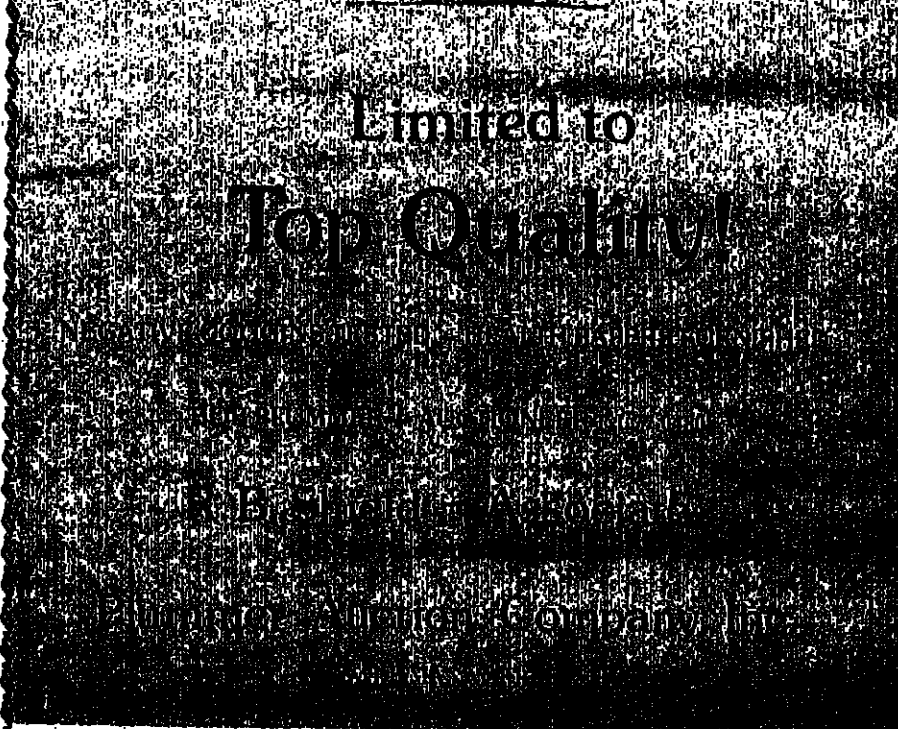
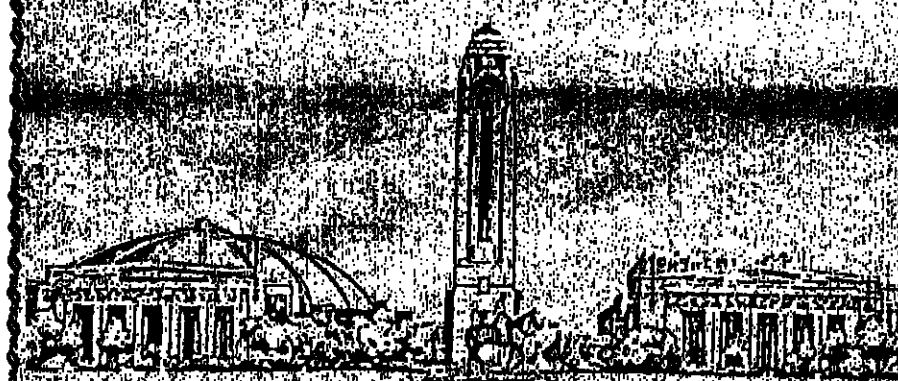
Paint Horse Consignment Sale

Saturday, January 28, 1978

2:30 p.m. — Barn 8

75 Select Paint Horses

SOUTHWESTERN EXPOSITION and ARTS CENTER



THE 22nd ANNUAL Fort Worth Fat Stock Show QUARTER HORSE SALE

Sunday, FEBRUARY 5, 1978 - 1:00 P.M.

TO BE HELD IN THE
FORT WORTH COLISEUM
SELLING 82 HEAD

NEGATIVE COGGINS TESTED
HEALTH PAPERS FURNISHED



WEE STREAKER SI-93

1974 s.s.

(Wee Folk (TB) - Runnymede AAA by Sugar Bars AAA)

A Stakes Placed winner of 8 races, with total earnings of \$40,211. Third in the 1976 \$172,100 Delta Downs Futurity (To Lord Winslow SI-103, \$416,637 and Native Way SI-102, \$32,999). Qualified and was 5th in the \$43,300 Bayou Country Derby in 1977. He is AAA at 350 and 400 yards and was in the money 19 out of 32 starts.

SOME OF THE RACE HORSES SELLING

UNNAMED WEANLING STALLION (Pass 'Em Up (TB) Miss Fery Moon SI 89 by The Old Man AAA)
MISS FERY MOON SI-89 1971 s.m. (The Old Man AAA) Miss Light Moon by Moon Deck AAA
OH JUNE OH 1976 s.m. (Three Oh's AAAT) Miss Light Moon by Moon Deck AAA
MISS LIGHT MOON 1964 s.m. (Moon Deck AAA Vandy's Bunny by Vandy AA)
MOON DECKS BEAUTY 1974 b.m. (Moon Deck AAA Go Beauty by the Lows)

SOME OF THE SHOW HORSES SELLING

LUCKY TO BE LEOTIE 1976 b.g. (Foster Bar's Buck Beauty Bay by Biggest)
ANGIES SIS 1976 s.m. (Go Andy Go Hollywood Jean by Sweeten's Hollywood)
SHOWUM ANDY 1976 s.g. (Go Andy Go Tony Tupper by Poco Pat)
MISS BADGER BE 1976 s.l. (Badger's Stubbs Bartend Gay by Royal Bartend)
VANDY'S ANDY 1976 ch.g. (Go Andy Go Vandy Bar by Billy Van)

Part now to attend the sale held during the Fort Worth Fat Stock Show Where thousands of Quarter Horse enthusiasts assemble

SPECIAL ADDED ATTRACTION:
SELLING 10 TOP QUALITY MULES
AT THE END OF THE QUARTER HORSE SALE

AUCTIONEERS: IKE HAMILTON and BOB PLUMMER
LAL 0285 TXL 0480

SALES MANAGED BY:

PLUMMER AUCTION SERVICE COMPANY

P. O. BOX 926 - HENDERSON, TEXAS 75652 Phone 214/657-5961

Fort Worth Paint Horse Sale Set For January 28

Fort Worth — The Fort Worth Fat Stock Show Paint Horse Consignment Sale will be held at 2:30 p.m., Saturday, January 28, 1978. The sale will be held in Barn No. 8.

The sale will be limited to 75 select Paint Horses.

These are top quality Paints, all Creggins tested and health papers will be furnished.

Auctioneer will be Bob Plummer, Henderson. For information and to consign horses contact the sale management, Plummer Auction Company, Inc., Box 926, Henderson, Texas 75052, 214/687-5961.

Southwest Texas Directs

San Angelo, Jan. 12 (F.S.) — Slaughter steers and heifers weak to 60c lower. Slaughter lambs July 1.00.

Texas Brahman Assn. Sale February 23

Twenty-five lots of top quality halter broken Brahman cattle will sell in Houston on February 23 in the Texas Brahman Association's Houston consignment sale.

The sale will be at 1:00 p.m. in the Super Sale Salon and follows the Brahman bull judging, which is at 8:00 a.m. in the cattle arena. A pre-sale party will start in the room next door to the sale salon immediately after the bull show and will proceed until sale time.

Auctioneer for the sale will be Ike Hamilton. For more information, contact John Watson, Route 1, Box 91, Devine, Texas 78016, telephone (512) 663-2740.

So. Texas Brahman Futurity Sale Set February 11

Houston — The South Texas Brahman Association will put 125 head of top quality Brahman cattle on the auction block February 11 at 1:00 p.m. with their Fifth Annual Futurity Sale. The sale will be in the Atascosa Livestock Exchange Building in Plessanton, Texas (just south of San Antonio).

Dean Blackwell will judge the futurity earlier the same day, beginning at 9:00 a.m. Over 60 bulls and 75 heifers have been entered in this annual show and sale, which is held in conjunction with the San Antonio Livestock Exposition and Rodeo. Lee Berwick will judge the San Antonio Livestock Show Brahman show at 8:00 a.m. on February 12.

Page 4A WEEKLY LIVESTOCK REPORTER January 19, 1978

Houston Area Brahman Sale Set Feb. 20

Rosharon, Texas — The first annual Houston Area Brahman sale will be held Monday, Feb. 20, beginning at 1 p.m., at the Louis M. Pearce Jr. Ranch at Rosharon, 30 miles south of Houston on Texas Highway 288.

Selling will be 25 herd bull prospects and 50 top quality heifers.

Both red and gray Brahman sell.

A barbecue lunch will be at 11:30 a.m.

A courtesy bus leaves the world Hotel at 10 a.m. for the lunch and sale.

The sale arena and all pens in an enclosed barn.

For information contact Watson Cattle Service, Route 1, Box 91, Devine, Texas 78016, phone 663-2740.

Futures

Omaha, Jan. 16 (USDA) — The first Chicago Mercantile Exchange

Month	Sett.	Pr.	Sett.	Pr.
Chol. Steer Futures:				
Jan.	43.05	42.82		
Feb.	41.75	41.47		
Apr.	41.07	40.82		
June	42.60	42.20		
Aug.	43.05	42.61		
Oct.	42.80	42.40		
Dec.	43.20	42.87		
Jan.	43.32	42.92		
Feb.	43.75	43.08		
Total Sales				
Choice Feeder Steers:				
Jan.	45.55	45.35		
Mar.	45.35	45.15		
Apr.	45.25	45.05		
May	45.30	45.20		
Aug.	45.57	45.45		
Sept.	45.40	45.40		
Oct.	45.45	45.40		
Nov.	45.65	45.65		
Total Sales				
Live Hogs:				
Feb.	45.57	44.00		
Apr.	40.12	39.57		
June	41.42	40.87		
July	41.32	40.92		
Aug.	38.00	38.40		
Oct.	36.55	36.45		
Dec.	36.55	36.50		
Feb.	37.00	36.50		
Total Sales				
Frozen Pork Bellies:				
Feb.	62.92	61.02		
Mar.	61.20	59.27		
May	60.17	58.22		
July	59.12	57.22		
Aug.	56.67	55.50		
Total Sales				

The first commercial grape grove was planted in the Tarrant Grande Valley in 1904.

Over 50 Good Yearling Reg. Horned Heifers
Over 80 Two-Year-Old Reg. Horned Bulls
Nine Good Herd Steer prospects for sale
Live Brad
NM Iron Colorado Double
"Ask any cowboy who owns one how a Sherrard Hereford performed"

Breeding NM Iron Herefords Since 1900

Sherrard & Son Hereford Ranch
NEVER A PRODUCTIVE SALE BECAUSE
This Years Customers Like What They Bought — Last Year —

C. A. and Lawrence Sherrard owners
6806 Teanoma Drive
Denison, Texas 75020
Phone

Denison Ranch: 214/465-5000

Denison Office: 214/465-5000

Dallas: 214/231-1907

John Allison, Henderson 214/788-2807

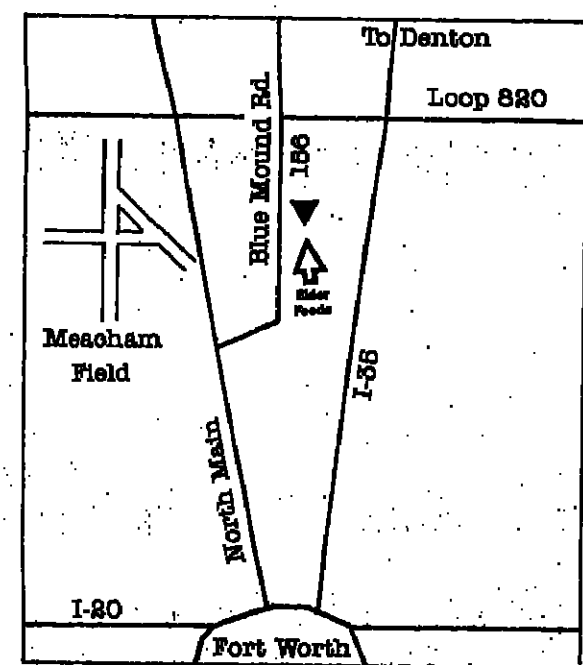
Join us for a fresh brew.



The coffee's on and you're invited to come out any weekday during the Southwestern Exposition and Fat Stock Show from 8 a.m. to 5 p.m. for a get-together. We're showing off our new, expanded facility and taking this opportunity to introduce to you the Elder Feed family.

As a family-owned firm, we support your feed program with 38 years experience, a production and distribution capacity you can depend on and a friendly, knowledgeable staff trained to advise you in a consistent, nutritious and highly profitable feed program.

So drop by when you can. Have some coffee. Browse through the new plant. And meet the folks here at Elder Feeds who help people like you produce profits year after year.



Elder Feeds

5150 Blue Mound Road Fort Worth, Texas 76131 626-3704

IF YOU WANT TO MAKE A PROFIT IN THE CATTLE BUSINESS, YOU'VE COME TO THE RIGHT PLACE



THE BRAHMAN HYBRID:
ALREADY AN AMERICAN
TRADITION

WHEN THIS PHOTO WAS TAKEN, THE BRAHMAN HYBRID CALF WEIGHED 1,610 POUNDS. THIS CALF WAS WEANED AT NINE MONTHS, WEIGHING 872 POUNDS WITHOUT CREEP FEED.



TEXAS BRAHMAN ASSOCIATION
RICHARD MCGEE, ROUTE 1, BOX 177, MT. PLEASANT, TEXAS 75455
AFFILIATED WITH THE AMERICAN BRAHMAN BREEDERS ASSOCIATION

Plant At Fort Worth

Fort Worth, Texas — Leonard Paul Printing, Inc. has announced the company has moved into new quarters located at 2500 Airport Freeway at the Sylvania Exit. The new location is one mile east of downtown Fort Worth. It is easily accessible from all major highways into the city with plenty of paved customer parking.

Paul Printing Company, a major printer of cattle sale catalogs, was established January 1, 1969. Leonard

business in 1959 after thirteen years as business manager for Yates Advertising Agency. The company ships cattle sale catalogs and printed material to cattlemen throughout the United States.

The new 6,000 square foot building houses a modern printing plant, art and composition department, typesetting department and camera department with many added features that greatly enhance its capabilities. These features, combined with many years of experience and a knowledge of the needs of cattlemen, give Paul Printing Company customers the convenience of

WE HAVE MOVED

Leonard Paul Printing, Inc.
PRINTERS • LITHOGRAPHERS

OUR NEW ADDRESS
2500 AIRPORT FREEWAY

Use Sylvania Exit — One mile East of
Downtown Fort Worth — Plenty of Parking.
P. O. BOX 7788 — FORT WORTH, TEXAS 76111
NEW PHONE 817/331-7183

THANKS FOR YOUR PATRONAGE
WE WELCOME YOUR VISIT OR CALL

DOUBLE E RANCH

WEATHERFORD, TEXAS
URGES YOU TO SEE OUR EXCEPTIONAL
PUREBRED SIMMENTAL HEIFERS
IN THE

ALL-AMERICAN SIMMENTAL CLASSIC
6:00 P.M. SATURDAY, FEBRUARY 4, 1978

★ An Exceptional POLLED ABRICOT PUREBRED - BRED TO
BLACK BART for a Purebred 3/8-5/8 Brahman Calf this
spring.

★ A Purebred daughter of BEAT Bred to Double E's imported 100%
Fullblood Simmental Herd Sire to calve this spring.

BLACK BART I SEMEN AVAILABLE
IN FEBRUARY

DOUBLE E RANCH
ED TODD, Mgr.
P. O. BOX 241, WEATHERFORD, TEXAS 76086
OFFICE 817/334-7883 RANCH 817/294-1541

You Are Invited To Come By Our Store At 2611 North Main St. And
See These New Tags While Visiting The Fort Worth Fat Stock Show.



RITCHEY EAR TAGS, COWMAN'S CHOICE

Take Problems Out of Identification, Herd Records
One Piece, Stay In Better. Write On Numbers, Brands, Codes.
Black, White, Color. Paint Lasts Life of Tag.
Easy to Install, Finest Materials.
Unbelievable Stay Ability.

Get Tags and Information
DEALER INQUIRIES INVITED

CATTLE RAISERS
SUPPLY CO.

VETERINARY SUPPLIES
2611 NORTH MAIN ST., FORT WORTH 76106
PHONES: 817/624-4332 or 624-0941

Come by — MICKEY QUINN — FRED RYON
SEE 'EM, YOU'LL LIKE 'EM DURING THE SHOW.

DeQuincy Livestock

DeQuincy, La. — Jan. 18, cattle
receipts 549, baby calves, dairy,
under 150 lbs. 35.00-50.00,
150-250 lb. steers 45.00-54.00, light
33.00-38.00; 275-375 lb. steers
46.00-52.00, heifers 33.00-37.00; 375-500
lb. steers, good and choice 40.00-46.00,
standard 33.00-38.00, heifers, good-
choice 35.00-39.00, standard 33.00-35.00;
501-600 lbs. good-choice steers
35.00-43.00, standard 33.00-38.00, good-
choice heifers 33.00-38.00, standard
33.00-37.00, good-choice steers
31.00-36.00, standard 28.00-30.00,
675-800 lb. heifers 28.00-30.00,
slaughter cows, commercial
25.00-30.00, utility and cutter
20.00-25.00.

For information on sale catalogs and
printing, contact Leonard Paul
Leonard Paul Printing, Inc., P. O. Box
7788, Fort Worth, Texas 76111, 817/
834-7183.

Classified Sell Tractors

FENCING BARGAINS

6-foot heavy-duty steel post at \$1.52
S.C.S. and U.S.D.A. approved barb at \$16.95
Net wire, low prices. All sizes cedar
posts and stays, V-mesh, tanks, troughs,
tools, creosote posts.

Please give us a call.
TWIN MOUNTAIN SUPPLY CO.
Phone (815) 948-1011 or
(815) 944-2929

Hwy. 87 (5 mi. west) Box 1286 San Angelo, Tex. 76901

1st AHCA National
Sale Big Success,
Averaged \$3,982

Fort Worth — It was a great day for
Horned Charolais cattle, Saturday, Dec.
3, in the Fort Worth convention center
when 28½ lots of Charolais averaged
\$3,982.

There was quality throughout and
the crowd came to buy and support the
newly organized American Horned
Charolais Assn. and their first national
sale. The crowd of approximately 200
bid enthusiastically on the small offering
that included three bulls.

The top seller of the bulls was a half
interest and possession in Granite GM
— September 1975 son of Abraham that
brought \$6,100 for a total evaluation of
\$12,200.

Dr. Allen Martin's Chipwawa
Charolais, Shipshewana, Ind. was the
seller and Buckson Ranch, Graham, Tex.
was the buyer with M. D. Buchanan de-
ling the bidding.

The top seller was a female, a July
1972 daughter of Amour de Paris with a
month old heifer at side by Abraham.
She brought \$15,000 from Gourley
Charolais, Avery, Tex. owned by W. L.
Gourley, Loyed Denamore, Gourley's
manager did the bidding. Consignor
was Double D Ranch, Coshocot, Ok.

Terrell, Tex. owned by Richard Has
and Jon Drinka, Gourley went on to
buy 10 more female lots ranging from
\$1,000 to \$6,000 as the volume buyer.

Next high seller was the Lock
Charolais, Lufkin, Tex. entry, Intime
9/76, a January 1978 daughter of
Elaina. She is a direct import from
France and sold bred to Valiant Jr. 2/83
for \$2,100. Harry Davis, Triple D
Charolais, Medina, Oh, bought her to
add to his high quality Full French herd
of Charolais.

There were two lots at \$8,800. One
was W. N. Woody's WNW Ranch, Ada,
Tex. entry, an April, 1974 daughter of
TFC 247 with a September heifer calf at
side by Abraham. Gourley bought this
one.

And Charles Sue, Matrice Farms
Batesville, Ark. and Baytown, Tex. paid
\$8,800 for the Glenn Hase, Terrell, Tex.
consignment, a September 1971
daughter of Uruguay with a June bull
calf by Wenhla.

At \$6,000, Sterling & Jernigan
Tyler, Tex. bought a January 1978
daughter of Horace. She is a direct im-
port from France, with a November
heifer calf at side by Valiant Jr. 2/83.
consigned by Jack & Joanne Harris,
Cleburne, Tex.

Also at \$6,000, Gourley bought the
Dick Shaffell, Clinton, La., November
1971 daughter of Archimede A 39 with a
March heifer at side by Hannibal.

25.50-35.00, heifers 21.50-24.50, good-
stocker cows 28.00-32.00, common set
medium 24.00-28.00, cow-calf pairs
medium 22.00-26.00, common
20.00-22.50. Bulls, commercial
35.00-45.00, utility 30.00-32.00, cutter
28.00-30.00.

Hog receipts 88 head. Choice bar-
rows and gilts, 200-250 lbs. 40.00-45.00,
170-190 lbs. 38.00-40.00, medium
34.00-37.00, 75-100 lb. butcher pigs
35.00-44.00, good feeders 50.00-60.00,
common feeders 35.00-45.00. Sows, 400
lb. and down 35.00-45.00.

Bluebonnet Charolais

Show Window Sale Set
At Ft. Worth, Feb. 4

Fort Worth — The Bluebonnet
Charolais Breeders Association has
set the 15th Annual Show Window
Sale for Saturday, February 4,
1978 at Fort Worth. Sale time
1:00 p.m. in Barn No. 6 at the Fort
Worth Stock Show Grounds. A
Charolais show will be held at 1:00
p.m., February 3.

Selling will be 70 head of the
breed's finest Charolais cattle in-
cluding full French females, top
French and Polled Charolais bulls
and both Polled and French sex
domestic females. The offering in-
cludes up of select bulls, many cow-
cows and open heifers.

Sho headquarters will be the
Green Oaks Inn with a pre-sale
party set for 7:00 p.m., February
3.

Auctioneer will be George Mome,
For information, sale catalogs and
reservations contact Jermain
Charolais Sales Management, Rt. 1,
Box 458, Tyler, Texas 75701, 214/
566-2171.

1st AHCA National
Sale Big Success,
Averaged \$3,982

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28.00-30.00.

Hog receipts 88 head. Choice bar-
rows and gilts, 200-250 lbs. 40.00-45.00,
170-190 lbs. 38.00-40.00, medium
34.00-37.00, 75-100 lb. butcher pigs
35.00-44.00, good feeders 50.00-60.00,
common feeders 35.00-45.00. Sows, 400
lb. and down 35.00-45.00.

January 19, 1978 WEEKLY LIVESTOCK REPORTER

All-American Classic
Simmental Show - Sale
Feb. 4 In Fort Worth

Fort Worth — The 1978 All-
American Simmental Classic show
and sale will be held Saturday, Feb.
4 at the Southwestern Exposition
and Fair Grounds in Fort Worth.
The show will be at 1 p.m. and the
sale at 6 p.m., both held between
Stock Show Barns 2 and 3.

Featured in the sale will be 67
exceptional Simmental cattle in-
cluding 14 purebred bulls; 19 bred
purebred females; 29 open purebred
females; and five purebred females
with purebred calves at side. The
offering features the best purebred
polled Simmental bulls to be offered
for sale to date, plus top herd bull
prospects and exceptional polled
and horned purebred females from
the best Simmental herds in Amer-
ica.

The schedule of events includes
a pre-sale party and dance, Friday,
Feb. 3, at 8 p.m. at the sale head-
quarters, Hilton Inn downtown.

Ward & Ward Simmental
Bull Production Sale

Gainesville, Texas — Thurman and
Cecil Ward sold 44 head for \$24,395 for
an average of \$554 in their Simmental
bull production sale at Gainesville
Livestock Auction here Jan. 7. The
bulls from good Hereford base cows
were halfblood, three-quarters and
seven-eighths blood Simmentals.

Double D Sales Co., Wankom, Texas,
purchased the sale topping seven
eighths son of Galant born Nov. 30,
1976, for \$925. Two other bulls sold for
\$825 each, one a three-quarter son of
Extra born Oct. 27, 1976, to Paul
Bowman of Durant, Okla.; and the other
a halfblood son of Apollo born Oct. 18,
1976, to Aubrey Griffith, Durant.

Robert Bayers, Muenster, Texas,
paid \$750 for a Nov. 24, 1976 halfblood
son of Apollo 2-A.

Other buyers included: Rex Meeker,
Ada, Okla.; the Eterna Family Farm,
Bells, Bennis Boomer, Granger, Okla.; Dale
Dickie Sadler; Frank Wallace, Justin;
John Sigman, Gainesville; Q. P.
Meador, Sulphur Springs; George
Berry, Rouston; Pace Bros., Gainesville;
W. C. McGeehe, Denison; Bill Henley,
Nocoma; Roy Bunch, Paris; Joe Liddell,
Gainesville; Ben Harvey, Sanger; and
Jeff McGeehe, Saylor.

First Horned
Charolais Bull
Sale Good

One hundred forty-three Horned
Charolais bulls were sold at auction
Dec. 2 at the Richard Hase Ranch, north
of Terrell, Tex. in the American Horned
Charolais Association's Horned
Charolais bull sale.

The 148 bulls averaged \$465 with a
top of only \$1,500.

The top 100 bulls averaged \$528 and
the top 50 averaged nearly \$800. The
demand was good for the older, worthy
two-year-old bulls.

Frank Brewster, Baxter Springs, KS
bought the top bull for \$1,500. He was a
March 1976 son of Breuer from the L. B.
Williams, Halesville, Ala. consignment.

Gary Hess, Muenster, Tex., paid
\$1,400 for Dr. Allen Martin's
Chipwanna Charolais, Shipshewana, Ind.
entry, a September 1975 son of
Aulgon.

Several buyers bought bulls. Con-
signors were: Hart Armstrong, Art
Beckwith, Buckson Charolais Ranch,
Jack Butler, C.D. Farms, Char-Arg,
Ford Farms, Chipwanna Charolais, A.
J. Dahn, Parr Menton Cattle Co.,
Norbert Fritz, Goodnight Farms, W. J.
Gourley III, Greenhrior Charolais,
Richard Hase, Lazy R Stock Farm, Rod-
man Lott, S. V. McCollum, H. L. Mar-
tin, ORBCO Ranch, OR Ranch, Rocking
H Ranch, Silgo Plantation, Staple X
Ranch, J. L. Stettin, J. B. Steizer, Trans
Sud, Inc., Triple D Charolais, Triple D &
R. John Waddell, Cliff Wheeler, L. B.
Williams, Win-Son Ranches and, Drew
Woods Farms.

Hides & Offal

Pricelton, N.J., Jan. 12 (USDA) —
The value of hide and offal from the
average 1,000 pound slaughter steer for
the week ending 1-13-78 was estimated
at \$4.40 per 100 pound live weight com-
pared with \$4.48 the previous week and
\$4.40 a year ago.

the sale chairman, John B. Collier,
IV, Diamond C Ranch, Stephenville,
Texas 76401, phone 817/968-4885;
Merrill Anderson, Broadlands, or Texas Simmental Assn., 401
Isom Road, Suite 280, San Antonio,
Texas 78216, phone 512/432-4264.
For further information contact: Texas 78216, phone 512/432-4264.

Priefert Bale Buggy

No winches, hydraulics or electrical connections
Handles the bale as gently as hydraulics
from the comfort of your cab
Works in bad ground conditions
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Drawer 1540 Phone (214) 672-2798
MT. PLEASANT, TEXAS 76455



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ROY WEATHERBY RANCH

SIMMENTAL BULL SALE
(By PRIVATE TREATY)

PRICED =
Your Pick
of one or
more \$750
each. Take
all 10 head,
Priced
\$4,500

STRONG BLOODED, HEREFORD
BASE ON ALL PAPERS ON
8 HEAD IF WANTED.

3 - 3/4 BLOOD
5 - 1/2 BLOOD
2 - 3/8 BLOOD

All Bulls 10-20 Months old. Reference sires on
1/2 and 3/4 blood, ASA No.'s. Amor 220 - Dis-
mark 2 Beat 216 - Florian 11.

BULLS ARE
IN EXCELLENT
CONDITION
PRICES GOOD TWO
WEEKS ONLY.

Res. Ph. 9

SANTA GERTRUDIS NEWS

The Santa Circuit

BY RUDDY SMITH

In 1977, more Santa Gertrudis sold at public auction than ever before in the history of the breed. Average prices were strong, to outstanding. Demand and distribution were good. 1978 looks even brighter. Demand for Santas in the country has been strong, and with the rise in slaughter cow prices, supply is getting short.

This spring will be the time to buy replacements to improve your herd. Several quality sales are coming up, beginning with the Rocky Mountain Santa Gertrudis Sale, in Denver, Colorado, January 21. Three sales are scheduled for February: the Delta Santa Gertrudis Association Sale, Jackson, Mississippi, February 13; the Mid-Coast Super Sale, along with the All Poll Annual Sale, in Houston, February 25. Several other sales are scheduled, beginning in March and running through June. We will mention these in next month's column.

Santa Gertrudis Breeders International has scheduled some big "doings" in conjunction with the Houston Livestock Show and Sale. Beginning on February 20, "How To" sessions will be held at the AstroWorld Hotel. A group of experts will be on hand to conduct classes on production, management, fitting and feeding, and merchandising. The S.G.B.I. Board of Directors will also meet February 23, at 8:00 p.m. The annual meeting will get underway, followed by the Annual Luncheon, on February 24. The cattle will be judged by Hank Grant, at 1:30 p.m. Friday night, the annual dinner and dance will be held at the Summit Club. Saturday, February 25, the Mid-Coast Association will host a hospitality hour at 9:00 a.m., just prior to the Super Sale. At noon on Saturday, the Poll Association, will host a hospitality hour, prior to their sale at 2:00 p.m. These two sales represent highly selected cattle from many of the top herds in the breed. Don't miss these three days of fun, education, and herd improvement.

Talked to Bill Fowler, Mason, Texas, the other day about some Santa Gertrudis crossbred club calves. Bill mentioned that his straight bred Santa Ger-

trudis calves always out dollarred his crossbred calves because of their extra weight, but that this fall his straight bred not only out dollarred his crossbred, they brought more per pound. Bill got into purebred Santa Gertrudis after having seen the advantages of using a Santa bull on his typical hill country cows.

Shiner, Texas, is noted for Shiner Beer, but I predict we are going to be hearing more from Shiner Santa Gertrudis in the future. Mrs. Emil Ondrusak, and her sons, Allen and Larry, are enthusiastic breeders of Santa Gertrudis. They ranch on a typical central Texas farm, surrounded by predominantly Hereford and Angus breeding. The Ondrusaks are what the cattle business is all about. In their search for a better, more efficient way to produce beef, they have turned to Santa Gertrudis. Welcome to the fold.

By the time this article goes to press, the selection committee will have decided upon those cattle that will represent the United States in Brazil, at the



Les Brandes, left, of Chaparrosa Ranch, La Pryor, is shown with Mark Connolly of Connollys 4-G Ranches, Floresville, at the Pioneer Santa Gertrudis Assn. sale at San Jose Cattle Co., Pleasanton, Sept. 28.

Mid Coast Santa Gertrudis Sale

Set, February 25

Houston, Texas — The Mid Coast Santa Gertrudis Association Super Sale will be held February 25, 1978 at Houston. Sale time is 10:00 a.m. in the Astrohall, Super Sales Salon.

This will be a highly selected, all-halter sale featuring the best of the Santa Gertrudis breed. Included will be herd sires, bred females and 3-in-1 packages.

A pre-sale get-together will be held adjacent to the sale arena at (CONT. ON PAGE 10A)

World Congress. If other nominations are as strong as those we have on file here at the custom fit, the United States should be well represented.

Classified Ads Sell Horses

FOR SALE 40 Serviceable Age Classified SANTA GERTRUDIS BULLS

400 S, 5 Bar and 2X SANTA GERTRUDIS HEIFERS Some are Calving Now

VISITORS WELCOME

J3 CHAPARROSA RANCH P.O. Box 489 La Pryor, Texas 78872

Les Brandes 612/278-8452 Mirajol Ranch 512/278-3845

SANTA GERTRUDIS

BULLS & HEIFERS FOR SALE AT **9-** **PRIVATE TREATY AT ALL TIMES**

WE HAVE A WIDE SELECTION OF SANTA GERTRUDIS BULLS AND FEMALES IN RANGE CONDITION READY TO GO TO WORK FOR YOU!

FOR SALE NOW

- * TWO-YEAR-OLD BULLS
- * THREE-YEAR-OLD BULLS
- * YEARLING BULLS
- * HEIFERS
- * BRED HEIFERS

NINE BAR RANCH

Rt. 1, Box 60 Cypress, Texas 77429

WINROE JACOBY, Manager JERRY HEMPHILL, Asst. Manager Phone 713/373-0635 Phone 713/373-1037

RANCH LOCATION ON HIGHWAY 290 - 3 MILES WEST OF CYPRESS, TEXAS

SGBI Judging Conference Set For March 20

The Santa Gertrudis Judging Conference is set for March 20 at Mercedes, Texas. Starting at 8:00 a.m., the SGBI Breed Improvement Committee will select animals to demonstrate the breed's characteristics. Topics that will be discussed will be masculinity, femininity, size for age, structural soundness, breed character and ring procedure.

Following this discussion classes containing four animals each will be displayed in normal ring procedure. All current and prospective Santa Gertrudis judges will be required to judge the classes. Their placings will be done by secret ballot. At the end of the conference scores will be totaled and the participants will be notified of acceptance or rejection to the SGBI approved judges list for 1978-79.

All previously approved judges, in addition to prospective judges, interested breeders and all county agents and vo-ag teachers are urged to attend.

The conference is designed with two objectives. One, a learning experience for attending breeders, and two, a time for approving judges to judge the SGBI proved Santa Gertrudis Shows.

New SGBI Show Booth

The show booth of the Santa Gertrudis Breeders International will be utilized at several livestock fairs during the next several weeks. The booth will be shown at the National Western Stock Show at Denver, National Cattlemen's Association Convention, New Orleans; Fort Worth Stock Show; Dixie National, Jackson, Miss.; Houston Stock Show and Rodeo and will also be shown at several other locations.

Breed literature will be available and everyone is invited to visit the booth. Look us up as SGBI personnel will be on hand for anyone who may require assistance.

The Shorthorn breed of cattle was introduced to Texas shortly after the Civil War.

SUPERIOR SANTA GERTRUDIS

BRED FOR PERFORMANCE

FOR SALE BULLS 14-30 Months HEIFERS 10-15 Months

The Superior breeding herd of 500 mother cows was developed from: the Winrock Farm Petit Line; Los Jabonillos Pancho Line; Nine Bar Tarzan and El Capitan Lines; San Jose Tomado Line; John Martin General Cap (Coton) Lines; and Porter Rogers Christmas Line.

VISIT US WHILE IN THE HOUSTON AREA RANCH LOCATED 15 MINUTES FROM THE ASTRODOME

Superior Land and Cattle Company

Randy Lefebvre, Manager Phone 713/497-1127 Ranch Headquarters: P.O. Box 42279, Houston, Texas 77042 U.S.A.

Associated with The Superior Oil Company, USA; Falconbridge Nickel Mines, Ltd., Canada; McIntyre Porcupine Mines, Ltd., Canada; and Canadian Superior Oil Ltd., Canada.

SAN JOSE CATTLE COMPANY

VISITORS ALWAYS WELCOME

RUNNING & WORKING QUARTER HORSES Ranches at Pleasanton, Tilden & San Jose Island, Texas

PUREBRED SANTA GERTRUDIS CATTLE

PERRY R. BASS and BASS BROTHERS ENTERPRISES

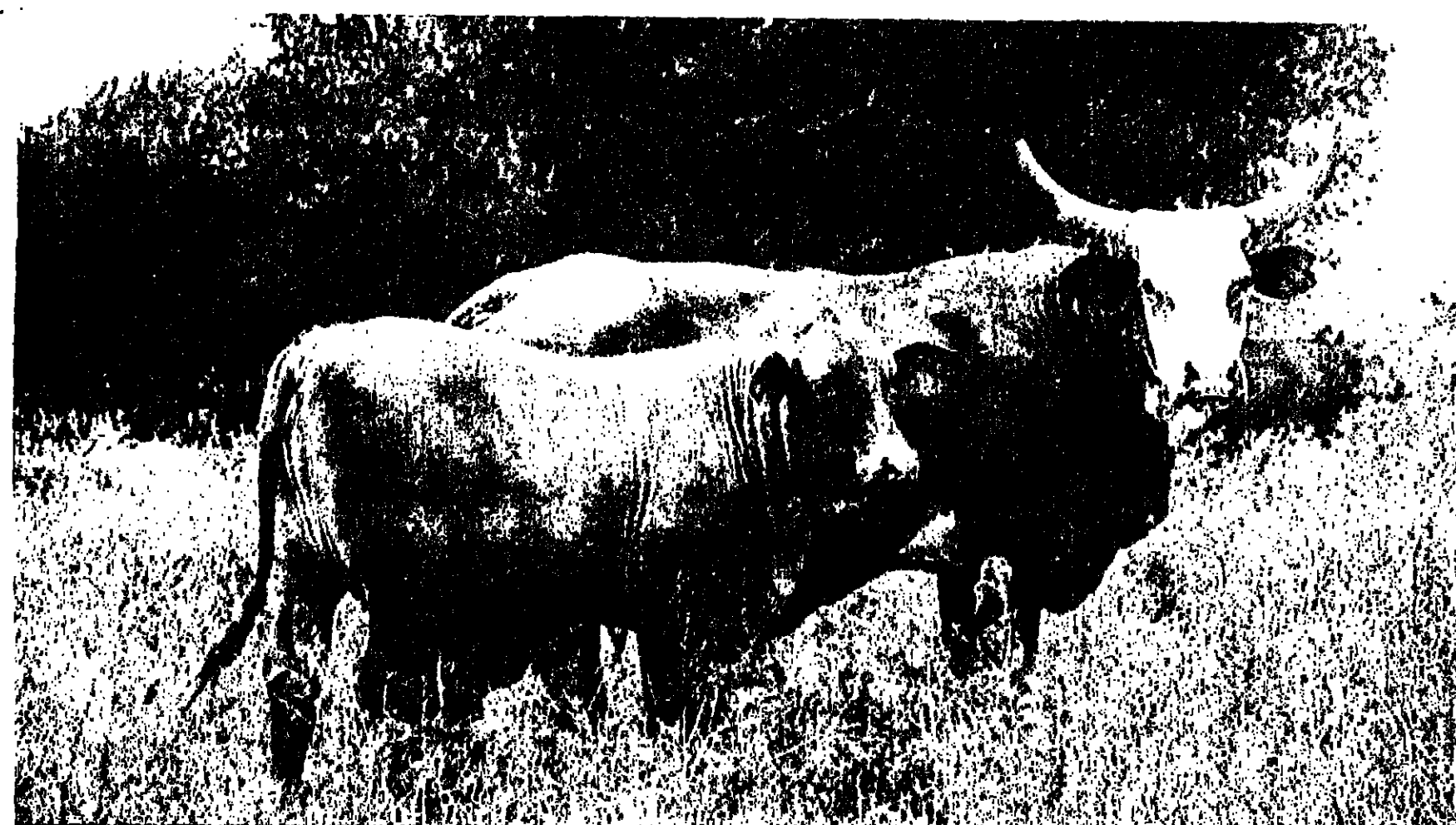
2 YEAR OLD RANGE BULLS FOR SALE AT THE RANCH

Call **ART SHAHAN** 512/563-2896

Office **512/563-2894**

Star Rt. 1, Box 17 **PLEASANTON, TEXAS 77464**

FEMININITY AT ITS BEST!



Try taking a long, hard look at a Santa Gertrudis crossbred calf. Chances are you'll like what you see.

Because Santa Gertrudis were developed to be more profitable with superior mothering ability. Characteristics like easy calving, superior milk production, heavy weaning and yearling weights, gainability, carcass acceptability, longevity, and fertility all contribute to this end.

Cattlemen are finding out that Santa Gertrudis are performing in all types of climates and environments under various management practices.

In purebred, crossbred and purely commercial operations. And that's the kind of performance it takes.

Santa Gertrudis, the breed developed by cattlemen for a reason.

FOR MORE INFORMATION, CONTACT:
DON WIDEMAN, Executive Vice President
P. O. Box 1257R, Kingsville, Texas 78363
Phone: (612) 592-9357

SANTA GERTRUDIS BREEDERS INTERNATIONAL



Gertrudis Sale Set, February 25

(CONT. FROM PAGE 8A)

9:00 a.m. Sale headquarters will be the Astroworld Hotel. Auctioneers will be Gerald Bowle, Sale chairman, and Richard Hood, Rt. 3, Box NB 67, Franklin, Texas 77856. For further information contact the sale management, Superior Sales, Buddy Smith, Rt. 2, Box 345, Huntsville, Texas 77340, 713/291-1801 or 295-4401.

The 3rd Annual Polled Santa Gertrudis Sale will be held at the same location following the Mid-Cent Santa Gertrudis Sale. Time of the Polled Sale will be 2:00 p.m.



SANTA GERTRUDIS CATTLE


★ FOR SALE ★

At the Ranch... 20 Month Old Heifers and Coming 2 Year Old Bulls.

DOUBLE CIRCLE RANCH
RICHARD & JUDY HOOD
Route 8 - Box NB 87
Franklin, Texas 77856
713/828-3590

LARGE SELECTION OF 2-and-3-Year-Old-Classified S SANTA GERTRUDIS BULLS FOR SALE AT THE RANCH

ALSO A GOOD SELECTION OF UNCLASSIFIED YEARLING BULLS FOR THE COMMERCIAL CATTLEMAN




MAY RANCH

"THE HOME OF BETTER SANTA GERTRUDIS CATTLE"

Boyle M. May, Owner - Phone (512) 358-4400
Route 1, Box 151 B, Rowlett, Texas 75082

Looking To The Future



NATIONAL FINANCE CREDIT CORPORATION OF TEXAS

Jay Taylor, Board Chairman
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A. J. Kemp, Jr., Executive Vice President

TEXAS LIVESTOCK MARKETING ASSOCIATION

Telephone 817/624-1106
2301 Ellis
P. O. Box 4958
Fort Worth, Texas 76108

Gertrudis Sale Set For March 31

Alice, Texas—Los Amigos Santa Gertrudis Sale will be held March 31, 1978. Sale time is 1:00 p.m. at the South Texas Auction Company on Hwy. 281 South, Alice, Texas. Selling will be 100 bulls and females from the John Martin Ranches and Los Jabonillos Ranch herds. Cattle may be seen at the ranches prior to the sale.

For information contact John Martin Ranches, Box 271, Alice, Texas 78332, 512/256-3511 or 256-3554; or Los Jabonillos Ranch, Drawer J, Premont, Texas 78375, John B. Light, Manager, 512/348-8000.

SGBI Members Named To Natl. Cattlemen Association Committee

National Cattlemen Assn. President, Richard A. McDougal, recently announced the following members of SGBI have been appointed to the respective standing committees of the NCA.

Animal Health, Disease and ID Committee, Robert R. Shelton; Marketing Committee, Edward I. Stanfield; Private Lands and Water Usage Committee, J. B. "Dick" Vesper; Product Standard Label and Inspection Committee, Jim Theeek; Public Lands Committee, Bolton K. Johnson; Taxation Committee, J. Charles Gray; Transportation Committee, R. P. Marshall.

President McDougal emphasized the need for such committees as they and their members play a key role in the development and implementation of all policy matters on public issues in the NCA.

Third Polled Santa Gertrudis Sale Set At Houston, Feb. 25

Houston, Texas—The Third Annual Polled Santa Gertrudis Sale will be held February 25, 1978 at Houston. Sale time is 2:00 p.m. at the Astroworld Hotel. This highly selected set of All-Halter Polled Santa Gertrudis Cattle will feature herd sires, bred females and 3-in-1 packages. Freedom of Speech gives every man the right to show his ignorance.

"Breeders of Purebred & Commercial SANTA GERTRUDIS CATTLE Since 1950"

COMMERCIAL SANTA GERTRUDIS BULLS and FEMALES FOR SALE AT THE RANCH

KEITH & BETTY COSGROVE

Ranch on Hwy. 31 - 6 1/2 miles Northeast of Coalgate, OK.

Box 108-Coalgate, OK 74538
Home: 405/927-3195
Office: 405/927-2133

BURT & ELEANOR DEDMON'S OAK VALLEY RANCH

POLLED SANTA GERTRUDIS

Come By the Ranch and Look at Our **POLLED SANTA GERTRUDIS HERD SIREs**

4330 Shady Hill Drive
Dallas, Texas 75229
214/351-3624

Joe Cooper, Manager
Rt. 4 - Athens, Tx. 75751
214/478-3512

MOUNTAIN MAN BLOODLINE SANTA GERTRUDIS CATTLE

FOR SALE AT THE RANCH F-1 and PUREBRED

- ★ Bred Heifers - Classified S
- ★ Open Heifers - Classified S
- ★ Performance Tested Yearling Bulls, Classified S

MAYFAIR RANCH

George A. Butler, Owner
Esperon Bldg.
Houston, Tx.

Jim Theeek, Manager
Ranch: 713/836-8958
On Farm Road 350

SGBI Board To Meet In Denver

The Board of Directors of Santa Gertrudis Breeders Intl. will meet in Denver during the National Western Stock Show. The agenda will include the 2nd International Santa Gertrudis Congress to be held in San Paulo, Brazil from April 18 through 23, 1978.

Additionally, final preparations are being made for the annual membership meeting and "how-to workshop" which are to be held during the Houston Stock Show on February 23-24. The SGBI Board of Directors as well as several standing committees will also meet in Houston. All members are urged to attend these important events.

A pre-sale get-together will be held at 12:00 noon in the Astroworld adjacent to the sale arena.

For information contact The Polled Santa Gertrudis Association, Mrs. Tweet Kimball, Cherokee Ranch, Scandia, Colorado 80136, or the sale management, Superior Sales, Buddy Smith, Rt. 2, Box 345, Huntsville, Texas 77340, 713/291-1891 or 295-4401.

The Polled Santa Gertrudis sale will follow the Mid Coast Santa Gertrudis Association Sale at the same location, February 25 at 10:00 a.m.

Freedom of Speech gives every man the right to show his ignorance.

Santa Gertrudis Spring Opportunity Sale

Tulsa, Okla. - A joint production sale of quality Santa Gertrudis cattle will be held May 12, 1978, at the Tulsa Cattle Palace.

Featured in the sale will be approximately ten head of herd sire prospects, 110 head of bred heifers, bred cows, and pairs. Also selling will be ten head of "baby doll" show prospects.

The idea for the sale was conceived through a need for quality cattle sold in quantity, in an area that would be accessible to the Eastern and Midwestern markets.

Cattle offered in the sale will be selected animals from the following ranches: Cosgrove Ranch, Coalgate, Oklahoma; Bart Dodson's Oak Valley Ranch, Athens, Texas; Doug Fain Ranch, Ladonia, Texas; and Joe Martin Ranch, Ladonia, Texas. These ranches are noted for their use and production of top quality cattle. They have compiled a very impressive record in sale acceptance and in the show ring.

Bloodlines represented will be:

Panhandle Directs

Amarillo, Jan. 13 (P-S) - Slaughter steers and heifers 25-60c lower. Feedlots remain very current and most cattle selling are still carrying less than normal number of days on feed. Several packers were drawing on previously contracted cattle with the bulk of these cattle fairly well cleaned up now. Steers 38,100; Moderate showing choice 2-3 1025-1150 lbs. 44.00-44.25 early in the week. Good and mostly choice 70-80 percent choice 2-4 1000-1200 lbs. 43.00-44.00, bulk 43.25-43.50 late in the week. Mixed good and choice 2-4 975-1200 lbs. 42.00-43.50, large share 42.50-43.00. Good and few choice 2-4 950-1200 lbs. 41.00-41.50. Several loads good and few choice 2-3 1100-1400 lbs. Holsteins 38.50-40.00. Heifers 32,100. Load choice 2-3 1050 lbs. 42.00. Good and mostly choice 2-4 850-1000 lbs. 40.00-41.75, bulk 40.50-41.50. Mixed good and choice 2-4 800-950 lbs. 39.00-40.50. Good and choice 2-3 700-800 lbs. 38.00-39.00. Numerous loads good; choice 2-3 650-875 lbs. 36.50-37.00.

Cosgrove 28/1 and Poncho 10; Denver, Kalob 07/4, Jomar, Tomado, General, Mastorpiece, Tarzan 4, Briggs, May, and John Martin.

NCA Launches Campaign For Timely Marketing

Denver - The National Cattlemen's Assn. has announced a campaign to maintain the marketing practices which have helped bring improved cattle prices in recent months. Tom Remington, Calverton, Ca., chairman of the NCA Marketing Committee, said the association will be pointing out the cost/price values of continuing to market fed cattle in an orderly and timely way. "The fourth quarter of 1977 fed steers more current in marketing than at any time in several years," Remington noted, "and prices reflected it. We sold choice fed steers in the 4th quarter for \$3 per cwt. more than a year earlier, despite the fact that fed cattle marketings exceeded numbers in the last quarter of 1976."

SANTA GERTRUDIS CATTLE WITH TOP PEDIGREES

BULLS & HEIFERS FOR SALE AT THE RANCH

"FAMOUS" SANTA GERTRUDIS

COME VISIT OUR HERD!

DOUG FAIN RANCHES
4444 FAIN LANE - LADONIA, TEXAS

DOUG FAIN, Owner - 214/588-1323
4444 Lovers Lane - Dallas, Texas
Bob Singleton, Manager
214/367-7253 • 214/367-7370

THE TUMBLE BUG

Patent Number 3,838,682



Suggested Retail Price \$625.00 Plus Freight

TO LOAD: Simply back up to bale, apply brakes to bale carrier; continue backing until leading arm falls over bale, then pull away, leading bale as you go.

TO UNLOAD: Reverse above procedure, stopping as bale rolls off carrier. Both loading and unloading accomplished from the driver's seat!

No special hook-up needed other than push-pull switch installed to activate brakes (12 volt). May be used either on pickup or on tractor too small to handle bales on lift.

HAY HAULER
3-PT. HITCH
HAY HAULER
FOR 1,500 lb. BALES
\$145.00



VISIT OUR BOOTH at the FORT WORTH FAT STOCK SHOW

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EXHIBIT BUILDING NO. 2
Between Sheep & Cattle Barns

VIT-A-WAY

XTRAVIM DIV. OF SuCrest CORP.

PROFIT PRODUCTS

ROUND BALE FEEDER

8 ft. In Diameter
2 Piece for Easy Shipping - Bolted Assembly Available With or Without Expanded Metal Bottom Ring

ANLACO Inc., Athens, Texas	Shannon Tractor, Sherman, Texas	John Trammel, Sherman, Texas	D. G. Courte, Kaufman, Texas
Geather Ford Tractor, Rockdale, Tex.	Mr. Tom Ball, Rock, Tex.	Darlene Hardware, Norwanger, Tex.	Alacasa General Supply, Jopelinton, Tex.
George Vakhoun, New, Texas	Wells Bros. Farm Shop, Plano, Tex.	East Texas Vet Supply, Wills Point, Tex.	Potts Feed Store, Tex.
Cricket Vet. Supply, Cochrane, Tex.	Tyler County Tractor, Woodville, Texas	D. B. W. Traylor, Pittsburg, Texas	Farm and Ranch Supply, Rockstar, Texas
Vanong Orrell, Ruby, Texas	Jack Pickens, Tyler, Tex.	Hill Implement, San Saba, Tex.	Miller Grove Farm Supply, Miller Grove, Tex.
Watson Edwards, Clyde, Texas	Breco Machinery Co., Bryan, Texas	Lawson Bros., Midlothian, Tx.	Cris Co., Terrell, Tx.
Custer Equine, Wood, Texas	Texas Farm Products, McComb, Tex.	H. A. Fries, Comstock, Tx.	Jim Brown, Midlothian, Texas
Stanley Feed, Madeline, Tex.	McCoy Grocery, Dallas, Texas	Seabrook Imp. Co., Corsicana, Tex.	Gordon Farm & Ranch Supply, M. L. Sherrer, Abilene, Tx.
D. M. McDougall, Kemp, Texas	Alkins Oil Co., Rockwall, Texas	East Texas Tractor, Marshall, Texas	Rockwell Feed, Rockwell, Texas
Ben Tye & Sons, Roma, Texas	W. T. Daniels, Willsboro, Tex.	Farley Grack, Willsboro, Tex.	Quave & Proctor Farm Equip., Tawakoni, Tex.
Wilkeson Dairy, Garson, Texas	WVW, Muenster, Texas	Collins and Turner, Dallas, Texas	Winters Farm, Correll, Texas
Baker Feed, Winters, Texas	A. D. Walker, Edna, Texas	Elmer Meising, Yorktown, Texas	Malheur Feed, Mabank, Texas
Tully & Son, Inc., Dallas, Texas	Walker Tractor Co., Stephenville, Texas	Lewis Tractor & Equipment, Henderson, Texas	Washington County Tractor Co., Brenham, Texas
Taylor Farm Supply, Tyrrell, Texas	Munkwitz Ford Tractor, Mantelville, Texas	Blackstone Equipment, Mt. Pleasant, Tex.	Revere Oil Co., Longview, Texas
Harper Implement, Gladiolus, Texas	Harper Implement, Gladiolus, Texas	Cherry & Butler, Searcy, Texas	Marlin Industries, Tyler, Texas
Boyd Cattle Co., Garfield, Texas			

Now taking applications for Dealerships Nationwide

CUSTOM METAL WORKS

Box 182 - Canton, Tex. 75103 - East Hwy. 84 214/667-2361

DON'T MISS

"THE MEATY MARKEY"

FORT WORTH FEB. 1-5 **DIXIE NATIONAL FEB. 8-14** **SAN ANTONIO FEB. 10-19** **HOUSTON FEB. 21-MAR. 5**

FEATURING... the Pureblood MARCHIGIANA BULL

"NOCCIO" - Now 3000 Pounds

724 lbs. at 6 months unadjusted
98% unassisted calving ease score on commercial cows
62-68% dressing percentages on half-bloods
59% Catability!

SEMEN AVAILABLE from Noccio and Profitto and seven other great Markey bulls (\$8-15 per service) at the shows.

And... PROFITTO-C. 2500 lbs.
at 3 1/2 years old - with a birth weight of 59 lbs. and a 12 mo. weight of 1200 lbs. - unadjusted!

PROFITTO SIRE: "LUPO"
Sired by: Grand Champion Bull of Italy - "LUPO" - with weights: 6 mos. 816 lbs. 12 mos. - 1423 lbs. 18 mos. 1936 lbs. 24 mos. 2330 lbs. At 5 years - 2900 lbs.

FREE PHOTOS AND BUMPER STICKERS AT THE SHOWS

We encourage you to breed to MARCHIGIANA - the MAJOR BEEF BREED of Italy, not because they are "new", but because they perform with feed efficiency, prime and choice grades on normal feeding schedule (avg. 59.5% catability on 170 steers on test - 14 1/2 months old), high growth rate, and adaptability to any climate. Write or come by for details.

Markey Distributors

Bud & Kelly Lester
P. O. Box 546
Lindale, TX 75771
214/882-3974
"Your Key To Successful A.I."

ALSO AVAILABLE: COMPLETE TAX SHELTERED INVESTMENT PROGRAMS • PROGENY TEST PROGRAMS
Copyright © For all year Pureblood Markey Bulls & Heifers, Pureblood Markey Cattle, Pureblood Markey Semen.

Pybas Simmental
Bull Sale Jan. 21
Near Gainesville

Gainesville, Texas - J. E. and Barbara Pybas, owners of Pybas Ranch, will hold their 4th annual bull sale at the ranch located 18 miles northwest of Gainesville on Farm Road 1201 (Sivells Bend Road) at 1 p.m., Saturday, Jan. 21. They will be selling 60 service-age yearling and two-year-old bulls that are halfbloods, three-quarters and seven-eighths Simmental from Pybas Hereford base. They are sired by top Simmental sires such as Apollo, Galant and Extrim. Pybas Ranch will also be selling 40 bred cows, Simmental-Hereford crosses and Herefords, all bred by artificial insemination to calve in March and April.

J. E. Pybas has been in the cattle business since 1948 with one of the top commercial Hereford herds, and was one of the first Simmental breeders in Texas, having been breeding Simmental eight years, and one-hundred percent by artificial insemination for the past six years.

"We have found that these bulls will add weaning weight, and we guarantee that they will put 60 pounds more weaning weight on calves than British bulls will," Pybas said.

"Simmental cross cows are the best commercial cows I have ever seen, and I don't know how you can beat them," he added.

Jack Dillard, Waskom, will be auctioneer for the sale. Lunch will be available.

For further information contact J. E. Pybas Ranch, Star Route, Gainesville, Texas 76240, phone 817/665-9646.

Eastern Kansas Directs


Wichita, Jan. 12 (USDA) - Slaughter steers and heifers 50-100 lbs. 4.80-5.00; 100-150 lbs. 4.80-5.00; 150-200 lbs. 4.80-5.00; 200-250 lbs. 4.80-5.00; 250-300 lbs. 4.80-5.00; 300-350 lbs. 4.80-5.00; 350-400 lbs. 4.80-5.00; 400-450 lbs. 4.80-5.00; 450-500 lbs. 4.80-5.00; 500-550 lbs. 4.80-5.00; 550-600 lbs. 4.80-5.00; 600-650 lbs. 4.80-5.00; 650-700 lbs. 4.80-5.00; 700-750 lbs. 4.80-5.00; 750-800 lbs. 4.80-5.00; 800-850 lbs. 4.80-5.00; 850-900 lbs. 4.80-5.00; 900-950 lbs. 4.80-5.00; 950-1000 lbs. 4.80-5.00; 1000-1050 lbs. 4.80-5.00; 1050-1100 lbs. 4.80-5.00; 1100-1150 lbs. 4.80-5.00; 1150-1200 lbs. 4.80-5.00; 1200-1250 lbs. 4.80-5.00; 1250-1300 lbs. 4.80-5.00; 1300-1350 lbs. 4.80-5.00; 1350-1400 lbs. 4.80-5.00; 1400-1450 lbs. 4.80-5.00; 1450-1500 lbs. 4.80-5.00; 1500-1550 lbs. 4.80-5.00; 1550-1600 lbs. 4.80-5.00; 1600-1650 lbs. 4.80-5.00; 1650-1700 lbs. 4.80-5.00; 1700-1750 lbs. 4.80-5.00; 1750-1800 lbs. 4.80-5.00; 1800-1850 lbs. 4.80-5.00; 1850-1900 lbs. 4.80-5.00; 1900-1950 lbs. 4.80-5.00; 1950-2000 lbs. 4.80-5.00; 2000-2050 lbs. 4.80-5.00; 2050-2100 lbs. 4.80-5.00; 2100-2150 lbs. 4.80-5.00; 2150-2200 lbs. 4.80-5.00; 2200-2250 lbs. 4.80-5.00; 2250-2300 lbs. 4.80-5.00; 2300-2350 lbs. 4.80-5.00; 2350-2400 lbs. 4.80-5.00; 2400-2450 lbs. 4.80-5.00; 2450-2500 lbs. 4.80-5.00; 2500-2550 lbs. 4.80-5.00; 2550-2600 lbs. 4.80-5.00; 2600-2650 lbs. 4.80-5.00; 2650-2700 lbs. 4.80-5.00; 2700-2750 lbs. 4.80-5.00; 2750-2800 lbs. 4.80-5.00; 2800-2850 lbs. 4.80-5.00; 2850-2900 lbs. 4.80-5.00; 2900-2950 lbs. 4.80-5.00; 2950-3000 lbs. 4.80-5.00; 3000-3050 lbs. 4.80-5.00; 3050-3100 lbs. 4.80-5.00; 3100-3150 lbs. 4.80-5.00; 3150-3200 lbs. 4.80-5.00; 3200-3250 lbs. 4.80-5.00; 3250-3300 lbs. 4.80-5.00; 3300-3350 lbs. 4.80-5.00; 3350-3400 lbs. 4.80-5.00; 3400-3450 lbs. 4.80-5.00; 3450-3500 lbs. 4.80-5.00; 3500-3550 lbs. 4.80-5.00; 3550-3600 lbs. 4.80-5.00; 3600-3650 lbs. 4.80-5.00; 3650-3700 lbs. 4.80-5.00; 3700-3750 lbs. 4.80-5.00; 3750-3800 lbs. 4.80-5.00; 3800-3850 lbs. 4.80-5.00; 3850-3900 lbs. 4.80-5.00; 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18800-18850 lbs. 4.80-5.00; 18850-18900 lbs. 4.80-5.00; 18900-18950 lbs. 4.80-5.00; 18950-19000 lbs. 4.80-5.00; 19000-19050 lbs. 4.80-5.00; 19050-19100 lbs. 4.80-5.00; 19100-19150 lbs. 4.80-5.00; 19150-19200 lbs. 4.80-5.00; 19200-19250 lbs. 4.80-5.00; 19250-19300 lbs. 4.80-5.00; 19300-19350 lbs. 4.80-5.00; 19350-19400 lbs. 4.80-5.00; 19400-19450 lbs. 4.80-5.00; 19450-19500 lbs. 4.80-5.00; 19500-19550 lbs. 4.80-5.00; 19550-19600 lbs. 4.80-5.00; 19600-19650 lbs. 4.80-5.00; 19650-19700 lbs. 4.80-5.00; 19700-19750 lbs. 4.80-5.00; 19750-19800 lbs. 4.80-5.00; 19800-19850 lbs. 4.80-5.00; 19850-19900 lbs. 4.80-5.00; 19900-19950 lbs. 4.80-5.00; 19950-20000 lbs. 4.80-5.00; 20000-20050 lbs. 4.80-5.00; 20050-20100 lbs. 4.80-5.00; 20100-20150 lbs. 4.80-5.00; 20150-20200 lbs. 4.80-5.00; 20200-20250 lbs. 4.80-5.00; 20250-20300 lbs. 4.80-5.00; 20300-20350 lbs. 4.80-5.00; 20350-20400 lbs. 4.80-5.00; 20400-20450 lbs. 4.80-5.00; 20450-20500 lbs. 4.80-5.00; 20500-20550 lbs. 4.80-5.00; 20550-20600 lbs. 4.80-5.00; 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Our Girl Friday . . .

By ANN SYLER

You have all seen the show big ab-day that the restaurant would not be in quotes and caps "SRO" — open at the barn, and they all pitched well that's exactly what we had at in, got food and drinks together, opened Sulphur Springs last Saturday at the restaurant, served good food, like Pines and Plains Bull Sale "Standing real professionals (except for me — I Room Only". Ice and sleet still covered, spilled a cup of coffee on the floor while all of the ground, but the highways cleaning off a table) did a booming business and ended up with a profit of a speck over \$50.00 to send to the Pines and Plains treasury. You can't beat \$901. Our thanks to the ladies of the business, especially Mesdames Harry, Lewis, Thomas, Jenkins and Young — word was received late Fri-

The membership meeting was held the evening before and there were 78 in attendance at this event, which shows



Brangus

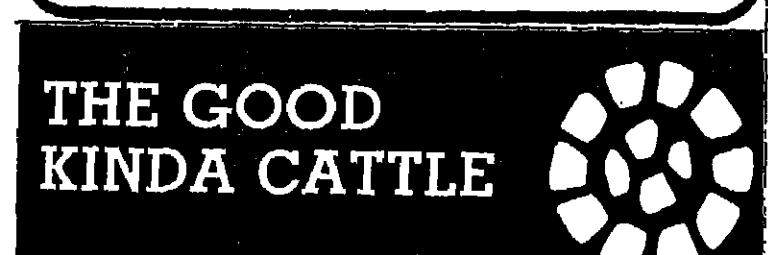
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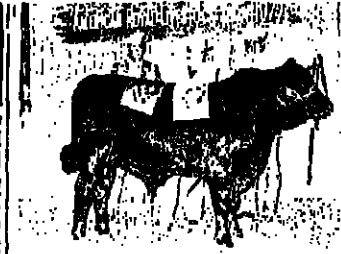
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Grand Champion Brangus Bull at the American Royal Livestock Show in Kansas City, Mo., on Nov. 18 was DMA 600 (Tall Timber), an early junior yearling owned by Beaver Creek Ranch, Athens, Texas. Shown with the bull from left to right are John Massey, the judge from Missouri University; Robert Cobb, owner and Gary Cross, Ranch manager.

You interest and enthusiasm of members of this association. Ludwig Brand, President of TBBA addressed the crowd briefly and guest speaker for the evening was Randall Grooms, always a pleasure to hear.

The month of February will be an exciting time beginning with the TBBA convention in San Antonio on Friday, February 10. Just prior to the banquet on that evening will be a big Brangus Promotion Auction — a fun affair that is designed to raise funds for the continued promotion of Texas Brangus cattle through advertising. There is still time, by the way, for any of you who would like to, to donate an item for this auction. Give it some thought and then get in touch with Ludwig Brand or Lauren Mayhew at the TBBA office. And for pity sakes if you have not done so make your reservations in San Antonio. The Tops of Texas Sale with 50 of



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Page 16A WEEKLY LIVESTOCK REPORTER January 19, 1978

Brangus

the best females in the state will be held on February 11, 1978 at 1:30 p.m. And then the last week in February is Houston time. This is kicked off on the morning of February 23, 1978 with the Brangus Judging, followed that evening by the Houston International Sale, this year to be held in the Super Sale Salon at the Houston Stock show with all halter cattle consigned by breeders from all over the United States. Mark this super event on your calendar right now. You won't want to miss it. Reservations can be made direct at the Shamrock Hilton or you can call me and I will make them for you. More on all of this next month. In the meantime try to keep warm. We should have known winter would get here sooner or later.

Brill-O-Rama Brangus Bulls Gross \$34,275

Beaville — The South Texas Brangus Bull-O-Rama sale here Jan. 7 grossed \$34,275 on 64 bulls for an average of \$536. The sale was managed by Matt and Ann Syler of Syler Sales Management, Inc., Burton, and auctioneered by Ruben Reyes, San Antonio.

Yanka Cattle Co., Range, and Ernest Vinklerak, Platonia, purchased the sale two top selling bulls for \$1,000 each. They were consigned by Circle K Ranch, El Campo, and Ankonny Ranch, Nursery.

Two other bulls were purchased for \$886 each by Hunt Ranch, Gregory, and Double EE Ranch, Waco. They were consigned by Circle K Ranch and Live Oak Farm, Brenham.

Double EE Ranch also paid \$860 for a bull consigned by Al Sustala's Circle A Ranch, Sealy; and \$785 for another Circle A Ranch bull.

M. A. Tyler Cattle Co., Jourdanton, bought another Circle A Ranch bull for

Grand Champion Brangus Bull at the Muskogee State Fair

1977 Muskogee State Fair 1977

Grand Champion Brangus Bull at the Muskogee State Fair, Muskogee, Oklahoma in mid-September was Titanio 46, a late junior yearling bull owned by Granada Land and Cattle Co., Bryan, Texas. Shown with the bull from left to right are Jim Elmer, Carlton Corbin of Pittsburg, Oklahoma and Carl Fink, Granada herdsman.

Among the 24 buyers, volume purchasers included Dan Kinsel, Cobble P&F Cattle Co., Bellville and Uribe Cattle Co., Laredo.

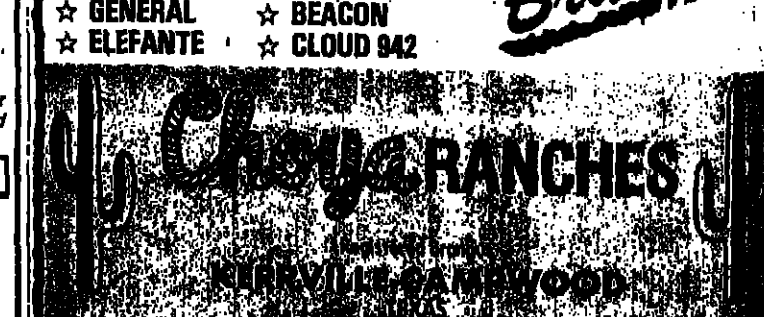
Bankers to Hear Ag Developments

The latest developments in agriculture will be discussed at the 20th Farm and Ranch Credit School for Commercial Bankers at Texas A&M University, Feb. 6-7. These will include the 1977 Farm Bill, government guaranteed loans and outlook information affecting banking, says an economist with the Texas Agricultural Extension Service. There will also be discussions on computerized marketing, the outlook for various agricultural commodities, and methods for analyzing loans.

BREEDING THE BEST TO THE BEST . . .

BLOODLINES

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January 19, 1978 WEEKLY LIVESTOCK REPORTER Page 17A

Brangus Bulls Average \$901

Sulphur Springs — The sixth annual Pines & Plains Brangus Breeders Association bull sale here Jan. 14 grossed \$78,070 on 85 head for an average of \$901. The sale was managed by Syler Sales Management, Inc., Burton, and auctioneered by Ruben Reyes, San Antonio.

Topping the sale was a bull consigned by Billy Harry, Sulphur Springs, that was purchased for \$3,200 by Brand's Brangus, Round Top.

Second high bull was consigned by Rojak Ranch, Dallas, and purchased by W. M. Sawyer, Clarksville, for \$2,400. Three other bulls each commanded \$2,000 bids. They were consigned by Randy Presley Farms, Mt. Pleasant, Billy Harry, and Arnold Wedeking, Stamford, and purchased by G. H. Kelsoe, Jr., Mt. Vernon, J. P. Sharp, Tulsa, and Allen & Wendland, Sutherland Springs and Canyon.

Volume buyers were A. N. L. Co., Inc., Athens, purchaser of 14 bulls; Dan Kinsel Jr., Cotulla, five bulls and P&F Cattle Co., Bellville, seven bulls.

Indian Nations Brangus Bull Sale

Durant, Okla. — The Indian Nations Brangus bull sale here Dec. 10 grossed \$32,625 on 49 bulls for an average of \$666. The sale was managed by Syler Sales Management, Inc., Burton, Texas, and auctioneered by Gerald Bowie, West Point, Ga., was auctioneer.

Holden Dairy, Colbert, Okla., topped the sale with purchase of a third generation Brangus bull consigned by Bernie F. Moyer of Moyer, Okla., for \$1,400. Holden Dairy also purchased the second high selling bull, a consignment of Heritage Ranch, for \$1,000.

Rusty Haire of Cement, Okla., paid \$900 for another Heritage Ranch bull.

W. L. Mitchell, Fort Worth, bought a Bernie Moyer bull for \$850 and Arrow S Ranch, Cherokee, Okla., one consigned by Joe Falls, Sanger, Texas, for \$800.

Hendrix Corp., DeQuon, Ark., was top volume buyer.

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Brangus

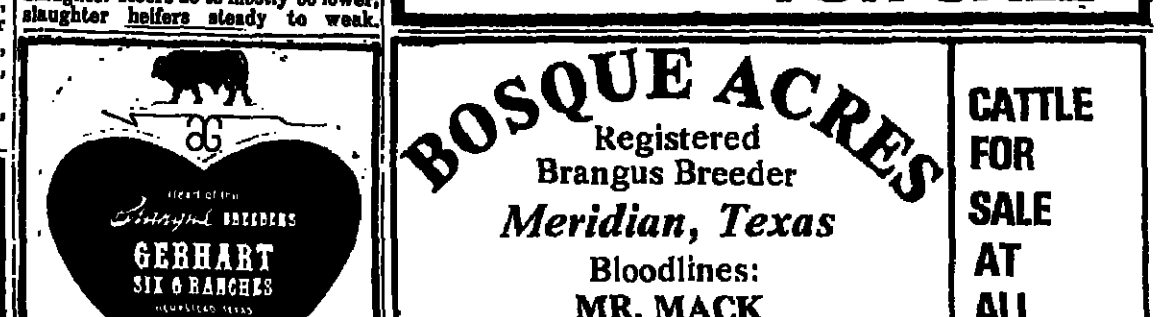
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Be Sure to Attend These Big February Brangus Events

Texas Brangus Breeders Association TOPS OF TEXAS SALE

February 11, 1978
San Antonio, Texas
☆☆☆

Houston International Brangus Sale

February 23, 1978
Super Sale Salon
Houston Livestock Show

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Stock Show Select Longhorn Sale Set Feb. 3, Fort Worth

Fort Worth — The North Texas and Oklahoma Texas Longhorn Association will conduct the Fort Worth Stock Show "Select" Texas Longhorn Sale in cattle barn 6 at the Southwestern Exposition and Stock Show at 6 p.m., Friday, Feb. 3.

The 70-head offering will include five head bulls, 46 head cows and pairs, 15 head heifers and four steers.

Judging of the Longhorn cattle will be at 10 a.m., Feb. 3; the annual meeting of the association will begin at 1 p.m., Feb. 3; and a pre-sale party will begin at 2 p.m. that day prior to the sale.

Sale headquarters will be the Green Oaks Inn.

For catalogs and sale information contact: Larry P. Smith, P. O. Box C, Crowley, Texas 76036, phone 817/297-1142.

There will always be an "if" in the middle of life.

Mize Buys Second Top Heifer in Natl. Chianina Sale

Walter G. Mize Ranches, Arlington, Texas, was contending bidder for the top selling female at \$18,000, and was the successful bidder at \$9,000 for the second high selling female in the National Chianina Sale at Louisville, Ky., recently.

Mize Ranches was outbid by Kohler Farms, Kohler, Wis., for the top selling heifer, Gogga White Lilly, a fullblood consigned by W. E. Green, Bolesvain, Manitoba, Canada.

The second high selling heifer, Ampleforth Diserta by Guimbo, consigned by Richard and Susan Carter, Faucet, Mo., had been first place winner in the females born May 1-May 31, 1976 class in the national Chianina female show.

Walter G. Mize, Arlington, owner of the Walter G. Mize Ranches, retired as chairman of the board of directors of the American Chianina Association at the national convention held in conjunction with the sale at Louisville.

The hospital recovery room is being moved next to the cashiers desk.

Southwest Entries Fare Well in Natl. Chianina Open Show

Chianina entered by owners from the Southwest in the National Chianina Open Show at the North American Livestock Show in Louisville, Ky., recently placed well in several classes.

Pass Cattle Co., Dallas, and Char-Wayne Farms, Anadarko, Okla., exhibited their bull, Char-Wayne's II, a fullblood, to the reserve senior champion bull honors in the show.

The Pass-Char Wayne bull had earlier been named second place winner of the class for bulls born Jan. 1 to Nov. 30, 1975.

Charles J. Burk, Panhandle, Texas, took second place in the class for bulls born July 1-Oct. 31, 1976, with his bull, CJB Cinko Ocho by DJB Witchdoctor.

R. L. Waltrip, Houston, showed his bull, Infero, to second place in the class for bulls born March 1-April 30, 1976.

Chianina Bulls Avg. \$1,586 in Denver Sale

Denver — The National Western Chianina Bull Sale had an average of \$1,586 on 80 bulls at the National Western Livestock Show here Jan. 14.

Stanley Stout, Linwood, Kan., was auctioneer.

The senior champion bull in the Chianina bull show topped the sale, going for \$5,700 to Lawmore Farms in Pennsylvania. The bull was consigned by Char-Wayne Farms at Anadarko, Okla., and Pass Cattle Co., Dallas.

Three-quarter interest in the grand champion bull of the show sold for bulls born May 1-June 30, 1976, with their bull Generator I by Erede.

Childrens Land & Cattle Co., Temple, Texas, took fourth place in the class for females born March 1-April 30, 1976, with Amerita by Frigido.

Chianina Continue Impressive With Show Winners

Chianina-cared calves have taken an impressive number of championships and high-placings in recent livestock shows across the country, especially in the eastern part of the nation. Show judges' recognition of the superiority of the Chianina has been reflected by a new general appreciation for and interest in the breed.

At the Eastern National Livestock Show early last fall in Timonium, Md., Chris Moler, daughter of Max Moler, Richard Moler, Eagle Grove, Iowa, her quarter blood Chianina X Angus Hereford steer to the grand championship of the steer show. The 1,200-lb. steer, which had earlier been placed fourth in the grand champion of the State Fair in Des Moines, later sold for \$7 a pound to gross \$8,680 for its owner.

This was the second time in three years Chianina has won at Timonium.

Chianina's biggest surge of the year was at the Keystone International Harrisburg, Pa., where in the junior show division Dr. Gary Mankin, Jr., awarded class winning bids to steers shown by Jay Wright, Waltersburg, Pa.; Bret Holzhauer, Hollywood, Pa.; Frey, Quarryville, Pa.; and Big Postin, Lewisport, Ill. Wright's steers was also shown to reserve lightweight champion. That steer has earlier won his class at the Indiana State Fair.

Poston's steer was selected as a lightweight champion of the Keystone show. In the open show, a steer shown by Rally Farms, Millbrook, N.Y., won the lightweight division at Chianina swept the heavyweight division with the championship going to Cattle Co., Clinton, Ind., and reserve heavyweight title to Jim Elm, Millbrook, N.Y.

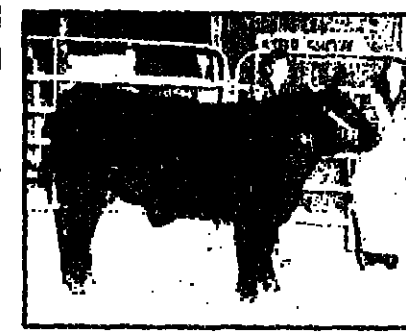
CHIANINA... A CUT ABOVE THE REST. YIELD GRADE 1 AND 2, CHOICE QUALITY AND CHAMPIONS



Grand Champion Steer, 1976 National Western



Reserve Champion 1976 American Royal



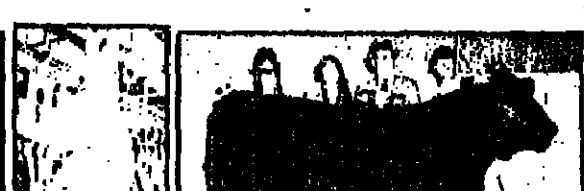
Grand Champion Steer, 1975 North American Expo



Grand Champion Steer, 1975 American Royal



Reserve Champion 1975 American Royal



Grand Champion Steer, 1975 International

It happened twice at the American Royal. It happened at the National Western and again at the Eastern National. Then Houston, Louisville and others. For two show seasons spanning three years, Chianina cross steers have been winning Grand and Reserve Championships on foot at the nation's most competitive shows, then going on to produce choice quality with yield grade 1 and 2 carcasses.

Last year alone, Chianina steers captured championships at five of the nation's top seven steer shows. At the Eastern National, the Grand Champion and Reserve Grand Champion steers on foot, both Chianina, had yield grades of 1.4 and 2.4 respectively and both graded choice. At the 1975 American Royal, where Chianina steers grabbed overall Grand Champion, Reserve Champion (4-H Division) and Reserve Champion Crossbred (FFA Division), yield grades of 2.2, 2.4, and 2.4 were recorded. Again, all graded choice. The 1974 American Royal Reserve Grand Champion on foot was also Reserve Champion Carcass with these stats: yield grade 1.4, quality grade, choice. The 1976 National Western Champion graded choice and had a yield grade of 2.6. At the 1974 North American Expo, Louisville, the Grand Champion carcass steer had a yield grade of 2.05 and graded low prime under the old USDA grading system. The Reserve Champion carcass, at the same show had a yield grade of 1.55 and graded choice. (The 1975 International Grand Champion steer was not slaughtered.)

These are the highlights of over 15 championships for Chianina on hoof and/or rail. Championships are great but in the final analysis the real purpose of this message is to illustrate the value of Chianina genetics to you. Today's requirement for show steers is to be more closely attuned to the needs of the commercial industry. The new USDA grading system is here to stay. Chianina steers are consistently fulfilling the economic ideals for producers, feeders, packers and consumers. There has never been a better time for you to incorporate Chianina genetics into your own segment of the beef industry.

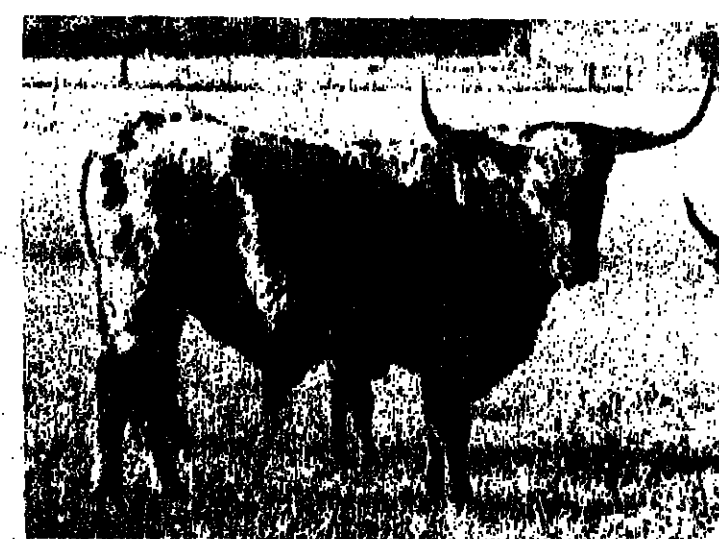
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Fort Worth Stock Show "SELECT" Texas Longhorn Sale

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FEBRUARY 3, 10 A.M.
SALE
FEBRUARY 3, 6:00 P.M.
AUCTIONEER:
COL. EDDIE WOOD



5 Herd Bulls



46 Bred Cows & Pairs



15 Bred Heifers

Plus 4 Steers

Sale will be held in Cattle Barn #6, Southwestern Exposition and Fat Stock Show, Fort Worth, Texas

Sponsored by:

North Texas and Oklahoma Texas Longhorn Association

For catalogs or sale information contact:

Larry P. Smith, P. O. Box C, Crowley, Texas 76036, 817/297-1142

West Texas Angus Assn. Bull Test

The Greater West Texas Association Bull Test is sponsored by West Texas State University, Canyon, Texas. We have a good group on test this year, and they are doing well with very few exceptions.

The entire group of bulls are gaining 3.81 for the 60 days, an average weight per day of age of 4.84 A.D.G. He is sired by Angus Simulus.

Thunder Valley Angus of Houston had the second high gaining bull in the A.D.G. being sired by Pro.

A. F. Flint of Bard, New Mexico, the high gaining sire group with an A.D.G. on 4 sons of Flint's Jet Prince 2122.

Hinkson & Luet Angus of Lubbock have the second high gaining sire group with a 3.87 A.D.G. on 3 sons of Hinkson's 7013.

Richmond Hales of Canyon, had the best weight per day of age bull with excellent 3.53 on a son of Enslous 184.

The second high weight per day of age bull was from Worth Jones of Bluebird 307.

The 84 day weight will be taken Jan. 21, 1978, with our youngest tested bull sale slated for March 1978.

**Commercial Hereford
Heifer Sale Jan. 29
At Fort Worth Show**

Fort Worth — The Southwestern Exposition & Fat Stock Show will provide an excellent opportunity to obtain some of the best Hereford heifers to be offered this year from some of Texas' most well-known Hereford breeders in the Texas Hereford Association's commercial purebred heifer show and sale on Jan. 29, the show at 8 a.m. and sale at 1 p.m.

Consigned in pens of 20 head, the outstanding females will compete for a total of \$5,000 in premium money in the show, with a \$500 prize for each first place pen before being sold at auction in pens

of 20 head.

These heifers from nationally known ranches are available only because the consignors set them aside especially for this sale. The bred and open heifers include some bred in registered Herefords, Angus, Brangus and Red Brangus bulls.

Consignors are: Pat Boone, Jr., Littlefield; Paul Dauer, Panhandle; Double U Hereford Ranch, Post; W. K. Gordon, Jr., Fort Worth; Ed Latham, Dalhart; J. D. Patterson Ranch, Aspermont; Summerour Ranch, Dalhart; Richard Windham, Baird; Coldwater Cattle Co., Amarillo; C. J. Davidson, Fort Worth; George Glascock, Cresson; Albert Haase, Rhame; J. T. Lyles, Henrietta; Sumner Bros., Dalhart; Swenson Land & Cattle Co., Stamford.

BAR B RANCH

WELCOMES ALL VISITORS TO THE 1978 SOUTH-WESTERN EXPOSITION AND FAT STOCK SHOW.
While in Fort Worth you are invited to come by and see our new herd sire D4 PRINCE

A son of Hayes D4 and grandson of Winrock D4.

We have a good selection of daughters of Tex Onward 35 now being bred to D4 Prince for sale at the ranch.

And
**REGISTERED HEREFORD BULLS 18 Months to 2 years old
FOR SALE NOW**

BAR B RANCH

Mrs. C. H. Bertram, Owner

300 N. BAILEY, FORT WORTH, TEXAS 76107

PHONE 817/828-1833

John A. Davis, Ranch Herdsman, Smithfield, Texas, 817/281-8621

**Stephens County
Hereford Sale At
Duncan, Feb. 4**

Duncan, Okla. — The Stephens County Livestock Growers Association will hold its 28th Annual Spring Sale on Friday, February 10, 1978, at the American Legion Park in Columbus, Texas.

Fifteen members of the Association have consigned 41 registered horned Hereford bulls to the sale. Improvement by Hereford breeders in Stephens County.

Consignors are: Robert O. Brown, E. T. Maxwell, Wayne H. Brown, R. V. Howard, Phil Lowery Ranch, and Jodie Payne.

Auctioneer will be Guy Shull of Elgin, Okla. For information contact J. D. Lockwood, Room 311, County Courthouse, Duncan, Okla. 73533, 406/255-0610.

**SELLING AT THE FORT WORTH STOCK SHOW
January 29 — 40 HEREFORD HEIFERS**

2 Pens of 20 each — 1 pen is a good set of summer yearlings. Pasture exposed to a good Vagabond Bull. Many of them are out of our Sam Donald and Supreme Pride bulls. The younger heifers are a top set of heifers. Either pen will make a real set of mother cows. LOOK THEM OVER. Also have some serviceable age bulls for sale at the ranch.

ALBERT HAASE-BAR M RANCH
RT. 1, BOX 55, RHAME, TEXAS 76078, 817/636-2538

**Gulf Coast Hereford
Spring Sale Set At
Columbus, February 10**

The Gulf Coast Hereford Association will hold its 28th Annual Spring Sale on Friday, February 10, 1978, at the American Legion Park in Columbus, Texas.

Fifteen members of the Association have consigned 41 registered horned Hereford bulls to the sale.

Improvement by Hereford breeders in Stephens County.

Consignors are: Robert O. Brown, E. T. Maxwell, Wayne H. Brown, R. V. Howard, Phil Lowery Ranch, and Jodie Payne.

Auctioneer will be Guy Shull of Elgin, Okla. For information contact J. D. Lockwood, Room 311, County Courthouse, Duncan, Okla. 73533, 406/255-0610.

On the day of the sale, there will be a range from 20 to 45 head in age. Eight will be coming two-year-olds; 20 will be two years of age or better; one three-year-old; one coming three-year-old; and two coming four-year-olds.

The bulls are clean pedigreed and are acclimated to Gulf Coast conditions, and will be tested for colic and TB to meet health requirements to move into any territory. They will sell as single lots and in pens of two and three.

Dr. Harold Franke, of Texas A & M University in College Station, will judge the bulls for the sale on order beginning at 9:00 a.m. on February 10th. The auctioneers are Walter and Dick Britton of Bryan, who will start the sale at 1:00 p.m.

The 15 Association members signing the bulls are: Ricky Bateman, Bryan; Dr. L. J. Clark, Dallas; Gatewood Hereford Farm, Washington; Chas. Herder, Welmar; R. T. Herrin, Houston; Roy H. Herrmann, Caldwell; J. B. Farms, Richmond; J. D. Herd Farm, Burton; L. A. Kaher, Farm, Millicreek Farms, Toluca; Wiley Meadows Farm, Cypress; New Year's Creek Farm, Brown; Rocking M Ranch, Giddings; Ling Herefords, Schulenburg.

Lunch will be available on grounds, and catalogs may be obtained from B. C. Gatewood, P. O. Box 91, Burton, Texas 77885; Ph. 713/280-2719.

**Herrin Hereford
Bulls Consigned To
Gulf Coast Sale**

Columbus, Texas — The R. T. Herrin Hereford Ranch at Slaters Texas, in the shadow of the Lone Star, seven miles southeast of Houston, is consigning three outstanding two-year-old bulls to the Gulf Coast Hereford Sale to be held in Columbus, Feb. 10.

One of the bulls is a performer and has in his pedigree other Super ROM's. This bull, RTH745 Mischief K139, whose weaning weight was 724 pounds, 14-day weight was 1006 pounds, and estimated weight at sale time is expected to be 1650 pounds. He is Herrin's chief herd sire. ROM K139, who was sired by RC Mischief D4.

Herrin also has an outstanding group of yearling bulls and bred open heifers for sale at the ranch.

For information contact Herrin Hereford Ranch, P. O. Box 897, Slaters, Texas, or write R. T. Herrin, 1205 Central National Building, Houston 77002, 713/621-5525. The ranch also may be contacted by telephoning 713/499-1414.

There was a guy that said he was cancelled, but had every reason to be.

**HAVE TO OFFER
500
BULLS**

2-4 YEARS OLD
GOOD FRESH
ALL MY OWN RAISING
LOCATED IN KANSAS

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Secretary
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91



**Quality Hereford
Females in Volume**

An Excellent Opportunity to obtain
Some of the Best Hereford Heifers
Offered Throughout The Year From Some Of The
Most Well-known Hereford Breeders in TEXAS.

High Quality, commercial Hereford heifers from nationally known ranches. Available only because the consignors set them aside especially for this sale. BRED and OPEN Heifers. Some bred to registered Herefords, Angus, Brangus and Red Brangus.

If you have reduced your cowherd this year and are looking for outstanding females to build on or to enlarge your base, don't miss this offering. This is your once-a-year opportunity to select from some of the best heifers available in a volume offering.

THIS IS AN ALL SHOW — ALL SELL SALE — the heifers consigned as pens of 20 head compete for a total of \$5,000 in premium money, with a \$500 prize for each first place pen before being sold at auction in pens of 20 head.

IF YOU ARE LOOKING FOR GOOD HEREFORD FEMALES — those with type, thickness of flesh, head and feminine sex character, constitution and ruggedness, quality and smoothness, size, substance and balance. If you want them straight on their legs, with enough bone to range anywhere and you want good milkers to carry good-doing, bloomy calves to heavy weights at weaning — talk to folks who have bought at past commercial Hereford Heifer sales — they'll tell you this is the kind of female sold in these sales.

**TAKE ADVANTAGE OF THE AUCTION WAY AND BUY YOUR HEIFERS IN FORT WORTH,
JANUARY 29. SHOW 8AM - SALE 1PM.**

PAT BOONE, JR., Littlefield	SUMMEROUR RANCH, Dalhart	J. T. LYLES, Henrietta
PAUL DAUER, Panhandle	RICHARD WINDHAM, Baird	SUMNER BROS., Dalhart
DOUBLE U HEREFORD RANCH, Post	COLDWATER CATTLE CO., Amarillo	SWENSON LAND & CATTLE CO., Stamford
W. K. GORDON, Fort Worth	C. J. DAVIDSON, Fort Worth	YOUNGBLOOD RANCH, Lamesa
ED LATHAM, Dalhart	GEORGE GLASCOCK, Cresson	WATT MATTHEWS, Albany
J. D. PATTERSON RANCH, Aspermont	ALBERT HAASE, Rhame	

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Open
PUREBRED
HEREFORD
HEIFERS

NEWS about LIMOUSIN

National Limousin Sale Averages Up \$1,071 From 1977

Denver — The 8th National Limousin Sale held at Denver's National Western Livestock Show Jan. 13 grossed \$223,575 on 87½ lots for an average of \$3,888 — and increase of \$1,071 from last year's sale average. Sale consultants were American Cattle Services, Chattanooga, Okla., and Cattle Management Consultants, North Platte, Neb., with C. K. "Sonny" Booth, Miami, Okla., auctioneer.

No. Type	Gross	Avg.
15½ PB bulls	106,750	6,887
20 Bred PB females	77,050	3,853
8 Open PB females	16,300	2,038
5 ¾ females	7,225	1,586
Percentage bulls	15,550	1,728

The cattle sold to buyers from seven states and Mexico. Topping the sale was Riverbend Honour RFB 71H, a fullblood Limousin bull consigned by Wiggins Ranch Co., Cleveland, Texas and purchased for \$30,000 by Rancho Santa Clara, EDO, Tex., Mexico.

Second high lot in the sale was the reserve champion female of the National Limousin show, a consignment of Debbie Jackson, Miami, Okla., a fullblood cow bred to Crusader, purchased by Jim McKown & Son, Ardmore, Okla., for \$14,100.

Wiggins Ranch Co. purchased the second high selling bull, Glenkair Famous OKF 80H, consigned by Glenkair Farms, Grandview, Manitoba, Canada, for \$13,800.

Jim Bailey, Brownwood, Texas, paid \$9,000 for a bull consigned by Adams Limousin Ranch, Miami, Okla.; and Dotie B. Branch, Brady, Neb., bought a bull consigned by Goldenwest Farms, Inc., Miami, Okla., for \$8,800.

McKown & Son also bought the sale's second high selling female lot, an open fullblood heifer consigned by Nordic Farms, Campbellville, Ontario, Canada, for \$8,400.

Frank Cable Limousin, Pukwana, S. Dak., paid \$8,000 for a fullblood cow bred to Elegant and consigned by Merwin Mewes, Highmore, S. Dak., and Wiggins Ranch Co., paid \$8,200 for a fullblood bred cow consigned by Laurent J. Maguot, Manitoba, Canada.

Dameron, Yackley, Bates Lead Pen Limousin Bull Show

Denver — Dameron Land & Cattle Co., Salida, Colo., exhibited the grand champion carload of 12 yearling bulls in the National Limousin Show's pen and carload division at the Denver National Western Stock Show Jan. 14.

In the carloads of junior bulls calved after Jan. 1, 1977, Pompadour Hills Ranch, Highmore, S. Dak., was first; William Schorner & Sons, Latimer, Iowa, second; and Gordon and Tootle Broker, Walden, Colo., third.

In the pen of three bulls judging for bulls born between Jan. 1, and April 30, 1978, Symens Bros., Amherst, S. Dak., was first; Beaver Creek Ranch, Leoti, Kan., second; and Owl Creek Ranch, Ridgeway, Colo., third.

In pens of three bulls calved between Sept. 1 and Dec. 31, 1978, Bates Limousin Ranch, Konawa, Okla., had the first place and reserve champions of the pens of three bulls; Beaver Creek Ranch, Leoti, Kan., was second; and Foothills Limousin Ranch, Loggmont, Colo., third.

In the biggest class with 13 entries, bulls calved after Jan. 1, 1977 Yackley Limousin Ranch, Onida, S. Dak., had the first place and grand champion pen of three bulls; Adams Limousin Ranch, Miami, Okla., was second; and Frank Cable & Sons, Pukwana, S. Dak., was third.

Judges were Larry Hollers, Cody, Neb., and Bob Kropp, of Oklahoma State University.

There are 149 nations in the United Nations and the American people pay one-fourth of the tab.

Classifieds Sell Equipment



Grand champion pen of three Limousin bulls at the National Limousin Show at the Denver National Western Stock Show Jan. 14, above, were consigned by Yackley Limousin Ranch, Onida, S. Dak. The owners, Mr. and Mrs. Bob Yackley, are at left, with their sons at the reins, Greg Martin, center background, new executive vice president of NALF, and the judges at right, Larry Hollers, Cody, Neb., and Dr. Bob Kropp, Oklahoma State Univ.



Reserve champion pen of three Limousin bulls in the National Limousin Show Jan. 14 at Denver are shown above. They were exhibited by Bates Limousin Ranch, Konawa, Okla. At left are Wyman Poe, Bates manager; Bill Bridges, Miami, Okla., in the center background is Greg Martin, new NALF executive vice president; and at right are judges, Dr. Bob Kropp, Oklahoma State Univ., and Larry Hollers, Cody, Neb., and Gaylin Bryson, herdsman at OSU.

An optimist is a convict with three life sentences demanding credit for the time he spent in jail before he was convicted.

Breeders of Limousin

TEX Ranger Bulls
TEX STAR Females

We Offer
35 7/8 yearling bulls sired by Elair, Carnival, Gendarme and Espoir-8. All solid red, except 3 solid black.



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Vernon Holcomb, left, Stanton, Texas, and Darrell Wiggins, owner of the Wiggins Ranch Co., Cleveland, at the National Limousin carload bull show at the Denver National Western Stock Show Jan. 14.



Pleasure with their appraisal of the quality of bulls exhibited in the carload bull show at the National Western Stock Show Jan. 14 is displayed on the faces of, from left: Vernon Holcomb, Stanton, Texas; Wyman Poe, Konawa, Okla.; Jay Nixon, Arlington, Texas, advertising executive who handles several Limousin accounts; and Willard Pflieger, Pflugerville, Texas, president of Texas Limousin Assn.

(CONT. ON PAGE 22A)

Percentage LIMOUSIN CATTLE
That Will Perform For You!
The JUDD BLEND OF LIMOUSIN QUALITY starts with PROPER MATINGS of SUPERIOR HERD SIRES
FOR SALE
Bred ¾ Heifers
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STOP BY AND LOOK AT OUR LIMOUSIN HERD
Ceal Judd
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To satisfy the Demands of the Purebred & Commercial Breeder
We welcome your inspection of our Domestic Purebloods.
"Our Profit Is Through Your Profit."
SOURCE OF SEEDSTOCK

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FIRST LIMOUSIN PUREBRED BULL BORN IN NORTH AMERICA
SEMIN — \$10 per ampule
OFFERING... outstanding Pure French and Pure American heifers and bulls
RUN... a percentage Limousin bull with your herd for better cattle
M. E. Singleton, Jr. Owner
214-937-2411
RANCH PHONE: 817/223-4233
Charles McCarty, Manager
P. O. BOX 402
WAKAHACHE, TEXAS 75163
BRUSHY CREEK RANCH



Displaying the length, height, and conformation Lewis Bingham believes is important in this bull calf, who also happens to be the son of the Grand Champion Limousin female at the 1977 Houston Livestock Show.

Lewis Bingham is Building Small, Elite Limousin Herd

(CONT. FROM PAGE 22A)
he bred were shown to the first, second and third places in their class in the recent World Limousin Futurity.
The "sell" part of his program has been similarly successful. When he bought the record-price setting heifer, Carnival Queen, in Wiggins Ranch Co.'s production sale for \$28,500 recently, his neighbors wondered how he could pay such a price for one heifer and make her work in today's cattle business climate. The next week, he sold five future embryo transplants from Carnival Queen for \$5,000 each to Carl Campbell of Lake Orion, Mich.

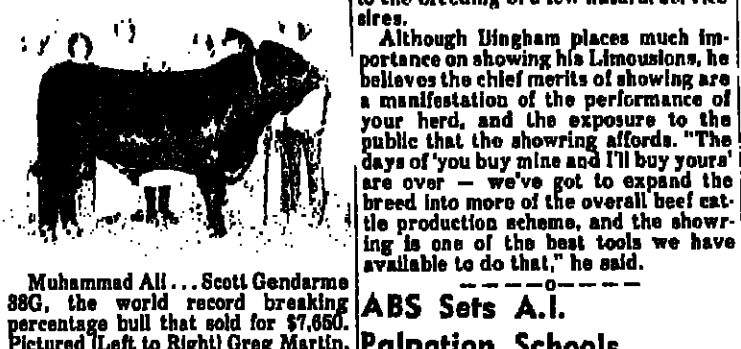
However, he doesn't breed heifers to calves before they are about 30 months; selection of the top performing sires

Deux Amis LIMOUSIN CATTLE
PUREBRED BULLS FOR SALE
Hayes Mitchell
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Madill, Okla. 73446
— FOR SALE —
Yearling Limousin Bulls
These 7/8 Bulls are currently weighing over 1,000 lbs. Wintered on wheat pasture with no supplemental grain. — FERTILITY TESTED AND DEHORNNED. —
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DAIRY and BEEF SEMEN OUTSTANDING SIRES AVAILABLE
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FORT WORTH-AUSTIN WEST
(See ELMO WOODARD At his Booth at The Fort Worth Stock Show.)
HENRY OERTEL
1350 Cherry Hill Ln.
Lewisville, Tx.
214/221-1022
NORTHEASTERN TEXAS
JIM WARREN
HOCKLEY, TEXAS
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X-TENDERS put the hot wire out where it should be. Make a double fence, one permanent, and one electric, on either side, utilizing about ONE-FOURTH of the existing posts.
New Super Dome Insulators attached.
Three models, D-1 for "T" steel posts, D-4 expandable for wood posts, 3 to 4½ inch tops and HS-1 staple on for large wood posts.
IF YOUR DEALER CANNOT SUPPLY YOU, ORDER DIRECT: 40¢ EACH POSTPAID IN LOTS OF 25 OR MORE.
THE DEFENDER COMPANY
CORNING, IOWA 52301 PHONE 319/338-7221



Muhammad Ali... Scott Gendarme 38G, the world record breaking percentage bull that sold for \$7,650. Pictured Left to Right: Greg Martin, Executive Vice-President North American Limousin Foundation; Veldean McCoy, Lee McCoy; Dr. & Mrs. J. D. Cavanas; Bill Schermer, at the halter; Larry Scott.

of age and weigh 1,000 to 1,150 pounds, giving them enough maturity and size to calve without difficulty, and to support a fast-growing calf.
Bingham used through the breeding-up stage of his operation a technique of contracting his calves before they were born — the seven-eighths blood heifers for \$2,100 and bulls for \$1,000, giving him the assurance of a price that would "take the mystery out of the market."
Now that his herd is up to 85 purebreds, including one polled purebred, Bingham has stopped contracting and keeps his heifer calves to build a larger herd.
Bingham uses only artificial insemination in breeding his females because that gives him the full range of calves before they are about 30 months; selection of the top performing sires

Oklahoma Hills Ranch
Route 2
Madill, Okla. 73446
— FOR SALE —
Yearling Limousin Bulls
These 7/8 Bulls are currently weighing over 1,000 lbs. Wintered on wheat pasture with no supplemental grain. — FERTILITY TESTED AND DEHORNNED. —
HAL H. COURTNEY & SON QUINN
Ph. 405/795-2086 Office 405/795-3357

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(See ELMO WOODARD At his Booth at The Fort Worth Stock Show.)
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NORTHEASTERN TEXAS
JIM WARREN
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IF YOUR DEALER CANNOT SUPPLY YOU, ORDER DIRECT: 40¢ EACH POSTPAID IN LOTS OF 25 OR MORE.
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IF YOUR DEALER CANNOT SUPPLY YOU, ORDER DIRECT: 40¢ EACH POSTPAID IN LOTS OF 25 OR MORE.
THE DEFENDER COMPANY
CORNING, IOWA 52301 PHONE 319/338-7221

available, rather than confining himself to the breeding of a few natural-service sires.
Although Bingham places much importance on showing his Limousins, he believes the chief merits of showing are a manifestation of the performance of your herd, and the exposure to the public that the showing affords. "The days of 'you buy mine and I'll buy yours' are over — we've got to expand the breed into more of the overall beef cattle production scheme, and the showing is one of the best tools we have available to do that," he said.

Breeders Service has announced several A.I. and Palpation Schools scheduled for early 1978.
Included in the schedule are schools at Bryan, Texas, Jan. 9-12; San Antonio, Jan. 16-20; Texarkana, Jan. 16-19; Houston area, March 20-24; and Tyler, March 20-24.
Palpation will be taught by training specialists from Texas A & M University, from Texas Breeders Service, Rt. 2, Box 203, LaGrange, Texas 78945, 713/249-3033; or Bruce Chiarello, 3045 Abbott Lane, Paris, Texas 75460, 214/785-0518.

ABS Sets A.I. Palpation Schools

LaGrange, Texas — American

'Mini Bull' Corral Fence

NEW IMPROVED
ALL-GALVANIZED NOW! Stronger, heavier longer lasting!
Mini-Bull® corral fence, originated by Bernstein Brothers, is now even better with the addition of size-heavy gauge (approx. 3/16 in. dia.) steel top, bottom, and two intermediate wire wires. This affords greater strength and durability and will add years of service to this product. All other horizontal and vertical steel wires are heavy 10 gauge (over 1/8 in. dia.). Openings are 6 inches square, coils are 5 feet high and 150 feet long. This new, improved corral fence is all welded and all-galvanized.
Freight prepaid on two rolls or more
8400 Zone 1*
8700 Zone 2*
8900 Zone 3*
LOOK! This is the actual size (approx. 3/16 in. dia.) of the new heavier 5 ga. top and bottom and two intermediate wires.

'Bull-Proof' Corral Fence

NEW IMPROVED
ALL-GALVANIZED NOW! Stronger, heavier longer lasting!
This is the original "Bull-Proof"® Corral Fence, designed and introduced by Bernstein Brothers as a new concept in corral fencing years ago, and now made even better with the addition of super-heavy 4 gauge (approx. 1/4 in. dia.) steel top and bottom wires. All other horizontal and vertical steel wires are all steel heavy gauge (approx. 3/16 in. dia.). NEW improved "Bull-Proof"® Corral Fencing outlasts wood, yet costs less and is faster and easier to install. A rugged, maintenance-free fencing, one-time investment in money and time. Ideal for enclosing pens, alleyways, chutes and hundreds of other uses. All welded. All galvanized. 150 feet in length. Always look for the Original "Bull-Proof"® Corral Fence.
Freight prepaid
14500 Zone 1*
15000 Zone 2*
15400 Zone 3*
LOOK! This is the actual size (approx. 1/4 in. dia.) of the new heavier 4 ga. top and bottom wires.

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ZONE 3: ALABAMA, ARIZONA, ARKANSAS, CALIFORNIA, COLORADO, DELAWARE, FLORIDA, GEORGIA, ILLINOIS, INDIANA, IOWA, KANSAS, KENTUCKY, LOUISIANA, MARYLAND, MASSACHUSETTS, MICHIGAN, MINNESOTA, MISSISSIPPI, MISSOURI, MONTANA, NEBRASKA, NEVADA, NEW HAMPSHIRE, NEW JERSEY, NEW MEXICO, NEW YORK, NORTH CAROLINA, NORTH DAKOTA, OHIO, OKLAHOMA, OREGON, PENNSYLVANIA, RHODE ISLAND, SOUTH CAROLINA, SOUTH DAKOTA, TENNESSEE, TEXAS, UTAH, VERMONT, VIRGINIA, WISCONSIN, WYOMING
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